



# **THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE**

***Faculty of Business & Social Studies***

DEPARTMENT OF MEDIA STUDIES

DIPLOMA IN GRAPHIC DESIGN I

(DGD I)

## **VISUAL COMMUNICATION AND CORPORATE IDENTIFY**

END OF SEMESTER EXAMS

SERIES: APRIL, 2010

TIME: 2½ HOURS

### **INSTRUCTIONS TO CANDIDATES**

1. The paper consists of **SEVEN** questions.
2. Answer any **FIVE** questions only.
3. All questions carry equal marks.
5. Cheating leads to disqualification.
6. Switch off mobile phone.

- Q.1 (a) Define the term portfo Visual Communication. (2 marks)  
(b) Name the types of visual communication. (18 marks)
- Q.2 (a) Explain the value of a professional portfolio. (20 marks)
- Q.3 (a) Define the term “Hidden Skills”. (2 marks)  
(b) Discuss Portfolio development. (18 marks)
- Q.4 Explain the following:
- (a) Monochromatic colour harmony. (5 marks)
  - (b) Analogous colours. (5 marks)
  - (c) Complimentary colour harmony. (5 marks)
  - (d) Split complimentary. (5 marks)
- Q.5 (a) Define the termLogo. (2 marks)  
(b) Explain the uses of logo. (8 marks)  
(c) Outline **FIVE** (5) basic elements logo styles must have. (10 marks)
- Q.6 (a) Explain **FIVE** (5) factors used in logo design. (10 marks)  
(b) Name **TEN** (10 factors affecting corporate identify (10 marks)
- Q.7 Outline the use of colour as a form of communication. (20 marks)