



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Social Sciences and Humanities

Department of Communication Studies

UNIVERSITY EXAMINATION FOR:

HGD 2204 CORPORATE IDENTITY and PUBLISHING DESIGN

END OF SEMESTER EXAMINATION

SERIES: AUGUST 2019

TIME: 2 HOURS

DATE: Pick Date Select Month Pick Year

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of FIVE questions. Question ONE is compulsory, Attempt any other TWO.

Do not write on the question paper.

Question ONE

(a) Explain the following publishing production stages:

(i) **Design stage** (5 marks)

(ii) **Sales and marketing stage** (5 marks)

(iii) **Distribution** (5 marks)

(b) Explain the following design considerations characteristically to a well-designed corporate identity.

(i) **Simplicity** (5mks)

(ii) Distinctive

(5mks)

(iii) Flexible

(5mks)

Question TWO

Design a crest for the family “HAYOGHA”. This family has over the years enjoyed the vast wealth of the sea and has seen tremendous advancement in its generations and wealth accumulations. (20 mks)

Question THREE

“Barua” music recording studio is situated in the central business district of Mombasa. Design a Logo for this establishment (20 mks)

Question FOUR

“Bububu” is a newly established beer joint in Mombasa town. Design a Logo for the business. (20 mks)

Question FIVE

A new company “Bibboh” has newly arrived from Dubai and intends to manufacture an assortment of packed traditional delicacies ranging from cassava crips, spiced groundnuts, crunched simsim and tinned beans. You have been approached by the CEO Mr. Zumbii to design a logo for the company. (20 mks)

