



# **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 portfolio. (2 marks)
- (b) Name the types of portfolios and outline their differences. (8 marks)
- (c) Explain the term professional portfolio. (10 marks)
- Q.2 (a) Outline **FIVE** (5) purposes of a professional portfolio. (10 marks)
- (b) Describe **TEN** (10) items to be included in a professional portfolio. (10 marks)
- Q.3 (a) Define the term 'Colour'. (2 marks)
- (b) Discuss "Colour as a curious thing..." (10 marks)
- (c) Explain any **TWO** (2) uses of colour in visual communication. (8 marks)
- Q.4 Discuss the colour preferences and combinations. (20 marks)
- Q.5 (a) Define the term poster. (2 marks)
- (b) Explain the uses of posters. (8 marks)
- (c) Outline **FIVE** (5) basic elements a poster style must have. (10 marks)
- Q.6 (a) Explain **FIVE** (5) factors used to design a poster. (10 marks)
- (b) Name **TEN** (10) factors affecting legibility and readability. (10 marks)
- Q.7 Outline the guidelines for using portfolio for employment-seeking. (20 marks)