



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN PUBLIC RELATIONS

HMC 2110: DESKTOP PUBLISHING

END OF SEMESTER EXAMINATION

SERIES: AUG 2019

TIME:

Instructions to Candidates

You should have the following for this examination

-Examination Pass and Student ID

This is a Desktop publishing and design project to be done using the InDesign CS program.

Grading is on a continuous basis and you are therefore expected to attempt all tasks.

Do not write on the question paper.

PROJECT

Publicity materials play a major role in corporate communications. Desktop publishing skills helps in the production of these materials. You have been hired by TUM to help produce publicity materials to help advertise their graduation ceremony. In groups of not more than five you will design the following:

- a) A **poster**.
- b) A **tri-fold brochure**.
- c) **Magazine** not exceeding 12 pages