TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC 4302: DESKTOP PUBLISHING AND DESIGN

END OF SEMESTER EXAMINATION

SERIES: MAY AUGUST 2019

TIME: 2HOURS

DATE: Pick DateAug2019

Instructions to Candidates
You should have the following for this examination
-Answer Booklet, examination pass and student ID
This is a Desktop publishing and design project to be done using the InDesign cs programme. The project consists of FOUR questions that are compulsory.

Question ONE

The University is interested in launching a magazine. As a student of desktop publishing design a front cover for the soon to be launched magazine.   30mks

Question TWO

Mark a third year student of journalism and mass communication seeks to contest for a post in the student union body. Using your knowledge of desktop publishing, design a campaign poster.
                                                                                                  20mks

Question THREE

The DVC Academic Affairs seeks to market the university, Design a full page advert promoting the image of the institution.   20mks

Question FOUR

Using your knowledge of desktop publishing and design, create the following.
a. Business card   10mks
b. Brochure   20mks