

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

Ouestion 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
b. Brochure
10mks
20mks

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