



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA STUDIES

DIPLOMA IN GRAPHIC DESIGN II

(DGD II)

COORPORATE IDENTIFY

END OF SEMESTER EXAMS

SERIES: APRIL/MAY 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) Explain the meaning of corporate identify. (4 marks)
- (b) Describe **FOUR** (4) systems of visual communication. (16 marks)
- Q.2 (a) Describe **ONE** (1) given category of corporate I.D. (10 marks)
- (b) Define the following term used in connection with corporate businesses:
- (i) Corporation
 - (ii) Incorporation
 - (iii) Business Name
 - (iv) Brand Mark
 - (v) Trade Mark. (10 marks)
- Q.3 Describe **FIVE** (5) commonly used trade symbols. (20 marks)
- Q.4 (a) Illustrate any company logo. (5 marks)
- (b) Describe the elements of a letterhead. (15 marks)
- Q.5 Explain the meaning of the following:
- (i) Logo
 - (ii) Sign Symbol
 - (iii) Type face
 - (iv) Emblem
 - (v) Slogan
 - (vi) Layout
 - (vii) Signage
 - (viii) Branding
 - (ix) Corporate “Look”. (20 marks)
- Q.6 Outline the procedure of carrying out a research with a view to design a trade mark and/or logo. (20 marks)
- Q.7 Explain the use of the following in corporate I.D:
- (i) Abstract Symbols
 - (ii) Alpha-Glyph
 - (iii) Alpha-numeric
 - (iv) Anagram
 - (v) Brand-Mark
 - (vi) Descriptive Mark
 - (vii) Combination Mark
 - (viii) Icon
 - (ix) Letter Mark
 - (x) Logo Type. (20 marks)