



# **TECHNICAL UNIVERSITY OF MOMBASA**

*Faculty of Business & Social Studies*

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN

(DG IV)

## **BGD 2214: ADVANCED CORPORATE IDENTITY AND PUBLICATION DESIGN I**

END OF SEMESTER EXAMINATIONS

**SERIES:** APRIL 2014

**TIME:** 2 HOURS

### **INSTRUCTIONS:**

- This paper consists of **TWO** Sections **A** & **B**.
- Section **A** is **Compulsory**.
- Answer any other **TWO** questions in Section **B**.

***This paper consists of Two printed pages.***

**SECTION A (Compulsory)**

**QUESTION 1**

- a) Briefly explain the following terms:
- i) Corporate Identity **(3 marks)**
  - ii) Badge **(3 marks)**
  - iii) Emblem **(3 marks)**
  - iv) Proofings **(3 marks)**
  - v) Page compositions **(3 marks)**
- b) i) Differentiate between process colours and spot colour printing process in photogravure process. **(5 marks)**
- ii) Describe the process creating a manual colour separation process. **(5 marks)**
- iii) Using the top of your booklet briefly discuss the elements corporate identity and using examples drawn from it. **(5 marks)**

**SECTION B (Answer any TWO questions)**

**QUESTION 2**

A corporate identity is to be created for a firm operating in a multicultural environment. Critically discuss the elements of design the graphic designer may apply giving reasons behind it. **(20 marks)**

**QUESTION 3**

A parastatal newly appointed PRO is planning a side-stitched magazine production of 49 pages without half a signature of 32 pages, but using among others two page printed insert. Briefly describe and illustrate its dummy composition. **(20 marks)**

**QUESTION 4**

Explain briefly the 20 items stating reasons for existence as in Fig. 1. **(20 marks)**

**QUESTION 5**

Discuss the process of page composition from a single letter to a sheetwork. **(20 marks)**