



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Department of Communication Studies

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN GRAPHIC DESIGN

HGD 2204 : CORPORATE IDENTITY & PUBLICATION

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2024

TIME: 2 HOURS

DATE: Pick Date Dec 2024

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FOUR** questions. Attempt question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

Question ONE (30 marks)

a) Define the following terms in the context of corporate identity:

- i. Logo (3 marks)
- ii. Brand Identity (3 marks)
- iii. Trademark (3 marks)
- iv. Corporate Colors (3 marks)
- v. Visual Characterization (3 marks)

b) Discuss FIVE reasons why visual communication is essential in building an effective corporate identity. Provide relevant examples. (15 marks)

Question TWO (20 marks)

- a) Outline the stages involved in the design process for creating a corporate identity. (10 marks)
- b) Explain how client feedback can enhance the corporate identity design process. Provide examples. (10 marks)

Question THREE (20 marks)

- a) Explain the significance of color selection in corporate identity design, providing examples of how colors affect consumer perception. (10 marks)
- b) Discuss FIVE ways color psychology can be applied to create impactful branding. (10 marks)

Question FOUR (20 marks)

- a) Identify and describe FIVE essential elements of an effective corporate identity presentation. (10 marks)
- b) Explain the role of visual aids in improving presentations, providing examples of effective visual tools. (10 marks)

Question FIVE (20 marks)

- a) List and explain FIVE key components of a publication (e.g., magazine, newspaper, or book) and their functions. (10 marks)
- b) Discuss the relationship between corporate identity and publication design, with examples. (10 marks)