



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 AND PUBLICATION
END OF SEMESTER EXAMINATION
SERIES:AUGUST 2024
TIME:2HOURS
DATE:Pick DateAUGUST 2024

DESIGN PROJECT 1

Instructions to Candidates

This project is a design BRIEF given to students at the beginning of the semester as a guide to work on for the whole semester and by the end of the semester they are examined and awarded marks.

- a) Each work shall be approved at it step
- b) Each work should be original
- c) Complete work should be presented and pinned up at the final exams pinup exhibition.

THIS IS A PROJECT TO BE CARRIED OUT IN THE COURSE OF THE SEMESTER.

BRIEF ONE:

Design a logo and create a company name.

Promote your company given a name

Logo, letterhead, business cards, stationaries, receipt, brochures (A2 size, 2 pages) invoice, T-shirt, cap, biro, flask disk, mugs,

Marking Guide:

WEEK TWO:	Comprehensive research and ideas	Presentation to the class and approval by lecturer	5 Mks
WEEK FOUR:	Sketches and layout of page outlook	Presentation to the class and approval by lecturer	5 Mks
WEEK SIX:	Presentation of dummy look alike	Presentation to the class and approval by lecturer	10 Mks
WEEK	Presentation of final	Presentation to the class and	10 Mks

EIGHT:	comprehensive outcome	approval by lecturer	
WEEK TEN:	Final presentation EXAMS	Exhibition of the work pinup	70 Mks