



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN GRAPHIC DESIGN

HGD 2213: ADVANCED PUBLICATION DESIGN

END OF SEMESTER EXAMINATION

SERIES: AUGUST 2024

TIME: 2 HOURS

DATE: PICK DATE AUGUST 2024

Instructions to candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

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

Do not write on the question paper.

Question one

- a.** Define the following terms.
 - i. Product Brand (2mks)
 - ii. Corporate identity (2mks)
 - iii. Corporate identity element (2mks)
 - iv. Strap line (2mks)
 - v. Assigned meaning to color. (2mks)
- b.**
 - I.** Differentiates between branding and creating a corporate identity (5mks)
 - II.** Distinguish between name styles and corporate identity (5mks)
 - III.** Abednego Karasa sings well. He wants to create, corporate identify for himself
And a graphical a name style to first create goodwill and later create good reputation for
selling the records. Create a sketched logo and brochure (5mks)

- i.* Distinguish between initials, acronyms, mnemonic, name style of a professional firm of designs. (5mks)

Question two

Describe the process of creating a corporate identity from clients brief to formal handover to name and product launch (20mks)

Question three

With examples of local industrial sector, Discuss the elements of corporate composition and presentation to the board of directors. (20mks)

Question four

Discuss when and why corporate identity for a firm is necessary and the criterions used to assess suitability of one created by a professional (20mks)

Question five

Describe the use of flyer, handbills, advert, dockets, magazine adverts and supplements in corporate identity and product band launch (20mks)