



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN

(DG II)

BGD 2112: CORPORATE IDENTITY & PUBLICATION DESIGN I

SUPPLEMENTARY/SPECIAL EXAMINATIONS

SERIES: FEBRUARY 2013

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) Define the following terms and state when they are normally appropriately applied:
- i) Alphaglyphs
 - ii) Numeric brands
 - iii) Corporate identity
 - iv) Colour scheme
 - v) Form

(10

marks)

- b) i) A visual element in corporate identity, need to be analyzed, having different sections, meanings all of which may be integrated in the typographic elements. Create such analysis for a tourist hotel DAWIDA located in Tsavo East National Park, only half an hour flight from any coastal hotel and 70 miles away from Mount Kilimanjaro. The highest in Africa and create the corporate identity.

(15 marks)

- ii) In b i) above the hotel is producing a newsletter. Design and layout the front and back pages and the inside front and front back pages with mast head and page heads.

(15 marks)

SECTION B (Attempt any TWO questions)

QUESTION 2

What criteria are used to assess the suitability of the corporate identity.

(20 marks)

QUESTION 3

Describe the process of corporate identity creation.

(20 marks)

QUESTION 4

Briefly explain the main components of the corporate identity.

(20 marks)

QUESTION 5

“Corporate image is a complicated perception”. Discuss.

(20 marks)