



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN

(DG V)

BGD 2304: ADVANCED CORPORATE IDENTITY AND PUBLICATION DESIGN

END OF SEMESTER EXAMINATIONS

SERIES: DECEMBER 2013

TIME: 2 HOURS

INSTRUCTIONS:

- Answer all Questions in Section A
- Answer Two questions in Section B

This paper consists of Two printed pages.

SECTION A (Compulsory)

QUESTION 1

- a) Discuss the usage of
- i) Signatures and (3marks)
 - ii) Broad sides (3marks)
 - iii) Printed inset (3marks)
 - iv) Covers (3marks)
- b) Explain how each the above is used to create complete magazines and newspapers. (8marks)
- c) Graphics are used functionally and decorating in magazine production.
Discuss with concrete examples
- i) How graphics is used functionally (5marks)
 - ii) How graphics is used decoratively (5marks)

SECTION B (Attempt any TWO questions)

QUESTION 2

Critically discuss the application of elements in page composition in magazine design. (20marks)

QUESTION 3

Sheet work is to be produced to show a sample page layout to KPA editorial board of their annual reports production, with an aid of a diagram appropriate symbols. (20marks)

QUESTION 4

- a) Process color saddle-stitched annual report is required. Advise a new PRO how this publication is to be produced from idea to final product ready for circulation. (10marks)
- b) Analyze the components of a corporate identity of your choice showing the need to attach meanings to colors used. (10marks)