



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN

(DG IV)

BGD 2114 : CORPORATE IDENTITY AND PUBLISHING

END OF SEMESTER EXAMINATIONS

SERIES: DECEMBER 2013

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **THREE** Sections **A & B & C**.
- Section **A** is **Compulsory**.
- Answer any other **TWO** questions in Section **B**.
- Answer One question in section C

This paper consists of Three printed pages.

SECTION A (Compulsory)

QUESTION 1

Explain the roles of the following in newspaper publishing.

- a) Editor in chief
- b) Copy takers
- c) Line editors
- d) Newspaper editors

(4 marks)

QUESTION 2

Describe the important elements to consider in a magazine layout.

(6marks)

QUESTION 3

- a) List various composition of corporate signs.
- b) Give relevant examples of each of the above.

(5 marks)

(5marks)

QUESTION 4

Describe different styles of publications

(5 marks)

QUESTION 5

Explain the importance of corporate identity.

(5marks)

SECTION B (Attempt any TWO questions)

QUESTION 1

Discuss in detail the importance and involvement of a graphic designer in the creation of corporate identity and publication design.

(10marks)

QUESTION 2

Discuss the various categories of corporate identity.

(10marks)

QUESTION 3

Explain the two functions of a layout.

(10marks)

SECTION C (Attempt any ONE questions)

QUESTION 1

Design the layout of a brochure for an upcoming college that teaches computer packages. Include all the important aspects of the layout of the brochure. Indicate where the various aspects (elements) fit in the layout.

Work is to be done in detailed sketches.

(20marks)

QUESTION 2

Outline the process of publishing and explain in details what each process entails.

(20marks)