



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN

(DG IV)

BGD 2112 : CORPORATE IDENTITY AND PUBLISHING

END OF SEMESTER EXAMINATIONS

SERIES: DECEMBER 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) Mention at least FIVE types of office stationary where corporate identities are used. (5marks)
- b) Explain the systems of visual identification in terms of;
 - i) Names (5marks)
 - ii) Branding/marketing (5marks)
 - iii) Characteristics (5marks)
 - iv) Application to business organization (5marks)
- c) State the meaning of corporate identity. (5marks)

SECTION B (ATTEMPT ANY TWO QUESTION)

QUESTION 2

Design a 'Logo' using the following brief. 'Makamba' is newly established fish shop in the centre of Mombasa town retails all varieties of fish. Design four alternative sketches and use a maximum number of 3 three colors. (20marks)

QUESTION 3

Describe the process undertaken to come up with an aesthetically sound corporate identity. (20marks)

QUESTION 4

'Mabonyego' is a newly established high cost school situated along the tourist prone coastline of Mombasa.

Design a badge to be used for this school. Produce four alternative sketches. Use a maximum of three colors.