



# TECHNICAL UNIVERSITY OF MOMBASA

*Faculty of Business & Social Studies*

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN

(DG III)

**BGD 2204 : CORPORATE IDENTITY AND PUBLISHING**

END OF SEMESTER EXAMINATIONS

**SERIES:** DECEMBER 2013

**TIME:** 2 HOURS

## **INSTRUCTIONS:**

- This paper consists of **THREE** Sections **A** , **B** & **C**.
- Answer all questions in Section **A**.
- 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**

Define corporate identity. (5 marks)

### **QUESTION 2**

- a) List five bearers of corporate identity. (5marks)
- b) Give at least two examples of each bearer of corporate identity given above. (5marks)

### **QUESTION 3**

Define the following terms

- a) Publishing (1 marks)
- b) Publication (1marks)
- c) Edition (1marks)
- d) House style (1marks)

### **QUESTION 4**

‘Graphic design commonly uses identity publication and advertisements to convey corporate identity. Explain what is involved in identity, publications and advertisements. Give relevant examples of each. (5 marks)

### **QUESTION 5**

Define Magazine and give examples of three different ones with different target consumers. (5marks)

## **SECTION B (Attempt any TWO questions)**

### **QUESTION 1**

State and explain the three main categories of magazine distribution. Give examples of each category. (10marks)

### **QUESTION 2**

Outline the parts of a magazine cover page. (10marks)

### **QUESTION 3**

Outline the process of News paper publishing. (10marks)

## **SECTION C (Attempt any One question)**

### **QUESTION 1**

In reference to the newspapers published daily explain the contents of a newspaper that are in the layout.  
(20marks)

### **QUESTION 2**

Explain what an Advertisement layout is and discuss in detail the principles of design and layout.  
(20marks)