



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN

(DG IV)

BGD 2215 : 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) Movement and sounds makes broadcasting a very effective media. Discuss. **(20 marks)**
- b) Founts of body texts and display texts are important in emphasis generation of lead stories. Discuss. **(10 marks)**
- c) Explain the elements of corporate colour. **(10 marks)**

QUESTION 2

Visuals in a publication are of various forms. Explain them briefly and the reasons for their use. **(15 marks)**

SECTION B (Attempt any TWO questions)

QUESTION 3

Five forms of symbols exist to represent particular messages. Describe them briefly and how they influence response from society members. **(15 marks)**

QUESTION 4

Magazine identities include typographical and visual component based on meaning involved with the historical development. Discuss. **(15 marks)**

QUESTION 5

Explain the process of identity creation with visual and typographical components having fore and background information. **(15 marks)**