



School of Communication, Languages and Performing Arts  
Department of Communication

August 2017 Semester  
COM 459 A: Electronic Publishing and Design  
Final Project

Instructions:

1. This paper has TWO options – Choose one
2. This Project is individual and must not be done in groups.
3. You have exactly three weeks to complete this Project (starts 9 November 2017 to **30 November 2017 at 10:00 am**)
4. The Project must be submitted, in two formats
  - a) Printed out in **FULL colour**
  - b) Electronic format on a **CD** (Clearly labeled with your student number and course code)
    - Company logo (illustrator format and PDF)
    - Magazine (InDesign format and PDF)
5. Ensure you indicate the following (as the cover page and attachment):
  - a) Student number
  - b) Target Audience
  - c) Magazine name
6. On submission of the printed copy and CD, students must sign the student's register.
7. Any work submitted after the deadline will incur a loss of 5 marks for each day it is late.
8. This project is 70% of the final grade
9. The drafts will be discussed within class and will be done on-one-one with the student using the electronic version i.e on the student computers. The facilitator will also collect the printed versions after seeing the electronic version. Drafts not submitted at the time stipulated will NOT be accepted.

A) You are part of a group of Daystar University students who would like to develop a fashion magazine targeting university students in Kenya. You are the Graphic Designer for the magazine team

Or

B) The Kenyan motor market has recently acquired investors who have seen a niche in the motor magazine arena. They would like to launch a motor magazine targeting the East African region. The company approaches you as the Graphic Designer for the motor magazine.

Choose one scenario above and create the following:

1. Suggest a Magazine name
2. A logo to accompany the magazine (10 marks)
3. A 5 page A4 magazine relevant to the scenario you have chosen. Page one will be the cover page, page 2 will be the contents page and page 3,4 and 5 will be pages within the magazine with relevant content ( 20 Marks).

### **Drafts**

Draft Logo (5 marks) - deadline 23 November 2017 at 10:00am

Draft catalogue (15 marks) - Deadline 23 November 2017 at 10:00 am

**TOTAL: 40 Marks**