



**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE**  
**DEPARTMENT OF JOURNALISM AND MEDIA STUDIES**  
**POST-GRADUATE DIPLOMA IN PUBLIC RELATIONS**  
**PUBLIC RELATIONS PRODUCTION AND DESIGN**  
**IJM 7201**

**Final Examination Paper**  
**April 2017**

This examination paper consists of 3 pages

**Time Allowed:** 3 hours  
**Total Marks:** 100  
**Examiner's Name:** Mr NkosanaDube

**INSTRUCTIONS**

1. Section **A** is compulsory.
2. Answer any **Two** questions from Section **B**.
3. Start each answer on a new page.
4. Poor spelling and grammar will be penalised.

**MARK ALLOCATION**

<b>QUESTION</b>	<b>MARKS</b>
1.	40
2.	30
3.	30
4.	30
5.	30

## SECTION A

### QUESTION 1

- a) Explain visual hierarchy and show why it is critical in page composition. **(15 marks)**
- b) Describe the techniques that public relations designers can rely on to achieve visual hierarchy. **(10 marks)**
- c) Explore colour as a communicative element in a public relations designer's language. **(15 marks)**
- Total [40 marks]**

## SECTION B

### QUESTION 2

Evaluate the view that consultative is the most critical stage in production and design. **[30 marks]**

### QUESTION 3

Using examples, describe the key features of the following public relations media:

- (i) Flyers **(5 marks)**
- (ii) Posters **(5 marks)**
- (iii) Newsletters **(5 marks)**
- (iv) Magazines **(5 marks)**
- (v) Banners **(5 marks)**
- (vi) Websites **(5 marks)**
- Total [30 marks]**

**QUESTION 4**

- a) Explain the importance of a grid in publication design. **(14 marks)**
- b) Identify and explain the four types of grids showing clearly the nature of publications in which they can be suitably used. **(16 marks)**

**Total** **[30 marks]**

**QUESTION 5**

Discuss the influence of technology in public relations production and design. **[30 marks]**