



PAN AFRICA CHRISTIAN UNIVERSITY
DEPARTMENT OF COMMUNICATION LANGUAGE AND LINGUISTICS
SEPTEMBER-DECEMBER 2022 EXAM
EXAMINATION FOR DIPLOMA IN COMMUNICATION
DCM200: GRAPHIC DESIGN - FINAL PROJECT (50%)
GROUP PROJECT
EXAM DATE:

e-Magazine (Minimum, 20 pages)

Orientation: A4 Paper size – Spread published as facing pages

Resolution: 300ppi

e-Magazine (Minimum, 20 pages)

Description: In groups of 4 as assigned by the lecturer, creatively use the four key elements of Magazine page layout (photos, cutlines, headlines and text) to design a unique magazine with at least 20 pages and various well thought sections. All the stories in the entire magazine have to be original, and of varied topics/interests to reach a target audience of choice. The stories should be supported with proper pictures and captions/cutlines as appropriate, and presented creatively with aesthetic appeal in various key sections of the magazine. The students are to make use of feature writing, photojournalism, and page layout skills learnt in this and previous classes. The group is allowed to download a few pictures (not more than 25% and must be well captioned) to complement some stories that may present challenges to get pictures.

Design Software:

- ✓ Adobe InDesign for the layout and presentation
- ✓ Photoshop for editing photos and graphics

Condition: Work in groups of **four**. At the end, you will be required to rate and justify the contribution of each member of the team out of **5 marks**.

Requirements

1. Have a **UNIQUE** name and identity for your magazine.
2. Have an appropriate cover model(s) picture which will denote the most salient story in the magazine. Your magazine cover layout design can be borrowed from an existing magazine layout style.
3. Create an A4 paper size magazine with at least 20 pages.
4. Your magazine should have a base layout/grid of 3 columns per page.
5. Have at least 4 well thought sections of the Magazine. Each student will be responsible for designing and editing at least **one section** in the magazine.
6. The Magazine should have not more than **eight** adverts for products and services that interest the target audiences. Each student in the group **MUST** design at least **one** of these adverts. **Do not have more than four full page adverts.**
7. Ensure at least 75% of the photos accompanying your stories are original i.e. shot by the students in the group. (Utilize photojournalism knowledge & skills). Appropriately caption your photos.
8. Type your stories in MS Word and save them well before you import to Adobe InDesign, this will safeguard you against the Adobe InDesign malfunctioning.

Submission requirements:

1. Each student will be required to submit their own copy of the e-magazine work independently on the LMS in the respective assignment section.
2. You will be required to submit a PDF softcopy of your e-magazine.
3. Submit the Adobe InDesign copy of the magazine as well.
4. Submit the Photoshop project files for each of the adverts you have created. On each of these, add your name to the file name of the Adobe Photoshop project to indicate the adverts you have created.
5. Submit a MS Word document (Evaluation Report) that evaluates the whole process, discussing the challenges and lessons learnt.
6. Explain the responsibilities of each member of the group and rate each member's contribution and participation out of **five possible marks.**

Evaluation will be based on the rubric below:

Grading Criteria	Exceptional (4pts)	Good (3pts)	Basic (2pts)	Needs Improvement (1pt)
1. Cover Photo	• Eye catching and high quality • Easily recognized • Relates to title • Relates to some headlines	• Not stretched or pixilated • Relates to title • Relates to at least one headline	• Stretched or low-resolution image • Relates to title	• Doesn't match title or headlines • Poor quality image • Missing?
2. Magazine Title	• Attractive use of font and color • Easily visible and readable from a distance • Reflects the main content/focus of the magazine	• Font and color is not a distraction although could be better • Visible and readable from a distance • Focus of the magazine not easily recognizable from the title	• Fonts and color are a distraction • Visible and readable with a bit of concentration • Does not capture the focus or content of the magazine	• Not visible from a distance • Difficult to read • Font or color is a distraction • Missing connection with the main focus of the magazine
3. Cover page Background	• Complements cover image • Complements title • Complements headlines	• Coordinates with cover image • Coordinates with title • Coordinates with headlines	• Coordinates with cover image • May clash with title or headlines	• Clashes with many items on the cover
4. Date & Price	• Clearly visible • Matches or complements other colors and fonts	• Visible • Matches or complements other colors or fonts	• Mostly visible	• Difficult to see • Missing?
5. Headlines	• Creative • All relate to images or title • No spelling or grammar errors • Easy to read • Fonts and colors are consistent or	• All relate to images or title • No spelling or grammar errors • Easy to read	• Most relate to images or title • Minor spelling or grammar error in one headline • Readable	• Do not relate to images or title • Many spelling or grammar errors • Difficult to read • Missing?

	complementary			
6. Sections of the Magazine	• Creative and expansive as per the needs of the target audiences • Sections are well labelled to make them stand out • Sections are well balanced with adequate content	• Creative and expansive as per the needs of the target audiences • Sections are well labeled at the beginning but the labels are not featured all through the section • Sections are somewhat balanced with content	• Sections are less creative • Sections are not very well labeled at the beginning • It is not clear when a section starts or ends • Labeling of the sections throughout the section pages has not been done • Some sections are quite heavy on content compared with others	• Section names lack creativity • There is no labeling
7. Magazine Concept & Relevance	• Grabs reader's eye • Appropriate font and/or graphics are used to reflect the content and spirit of the spread • Everything seems to fit and belong	• Grabs reader's eye • Some of the graphics reflect the spirit of the concept, but others seem out of place	• Graphics don't really reflect the content or spirit of the article, but are well done	• No clear concept or theme is illustrated • Graphics do not relate to the core topics, and are not particularly well done
8. Spellings and Readability	• Words are carefully chosen • writing is clear and legible • Words are spelled correctly and proper punctuation is employed	• Most words are carefully chosen • writing is clear and legible • Most words are spelled correctly and proper punctuation is employed	• Words are chosen with less care • writing is sometimes unclear • most words are spelled correctly and is grammatically correct	• Words are chosen with less care; • writing is sometimes unclear • some words are spelled incorrectly and proper punctuation is not employed
9. Adverts	• Student has	• Student has	• Student has	• Student has

	created at least one advert • Creative and visually interesting • Relates to magazine target audience • Has appropriate information and is clear on what is being sold	created at least one advert • There is room for more creativity and visual appeal • Relates to magazine target audience • Has appropriate information but not very clear on what is being sold	created at least one advert • Lacks visual appeal and creativity • Markets a product that relates to the target audience although hard to find the connection • Lacks sufficient information	created at least one advert • Missing visual appeal and creativity • Markets a product or service that is not relevant to the target audience • The information is not clearly presented
10. Effects/Text Effects (Correct use of white space - leading, kerning, gutters; typographic effects such as (reverse text, drop cap, pull quotes, etc.)	• Text effects were used effectively • Used color, text, white space and graphics for contrast • Catches the eye • Text, graphics, and white space equally distributed on page	• Too many text effects used • Used color, text, white space and graphics for contrast • Not appropriate colors • Text and graphics equally distributed on page • Not enough/too much white space	• Text effects were not used effectively • Weak color and text used for contrast • Not eye-catching • Items not equally distributed on page • Appears cluttered	• No text Effects used • Not enough contrasting elements • Items not equally distributed on page • No adequate white space
One point for each of the below bits				
Criteria Description			(1 point)	(No point)
11. Photoshop and Adobe InDesign User Interface organization i.e. colour mode used, layers labelling, use of guides, and overall presentation. (1pt)			Proficient	Not Proficient
12. The Unity of the Publication (1pt) There is a visible house style i.e. there are theme colours for the entire magazine, unity in the typefaces, and close relation of the type colours			Proficient	Not Proficient
A Written Evaluation Report (individual submissions). Brief must explain;				
13. Why the chosen publication name, the target audience, and the relevance of the publication to the target audience			Proficient	Not Proficient
14. The challenges encountered, the lessons and opportunities the presented by the exercise			Proficient	Not Proficient
15. The student has rated and justified the contribution of			Done	Not Done

each group member out of five possible marks		
16. The student's average rating by group members	Rating out of 5 points	
Total Points out of 50%		

N/B

1. Coming up with a magazine is quite taxing and will involve a lot of time and consultation.
The earlier you start the better.
2. Note that this is an e-magazine and is not to be printed.
3. The magazine will be submitted on the due date of the exam. **(NO PROJECT WILL BE RECEIVED AFTER THE DEADLINE).**
4. **BACK UP** your work so that **no computers crash and no flash disks malfunction** when you are just about to submit your work!

The complete e-magazine will be submitted both on the LMS and in a face-to-face class session where the lecturer will give the appropriate feedback to all students.