

2. Icon Management Training and Consultancy Center have set up a special advertising campaign to market its courses. As a DTP expert, you have been appointed to assist the marketing team in designing a brochure

A sample brochure is attached to the question paper

The fonts, borders and graphics used should be relevant to all the publications as may be available in your software

a. Prepare a publication layout with the following specifications:

- i. The paper size should be A4, landscape (2 marks)
- ii. Set the margins to be 10mm (0.4 inch) all round (2 marks)
- iii. Set the publication to be in three columns of measurements 87mm, 81 mm and 97 mm respectively (2 marks)

iv. Set space between columns to 6 mm (2 marks)

b. Key in the text as shown in column 1 and 3 of the sample provided and save your work as Sample 1 (8 marks)

c. In column 3(title), format the text as follows:

- i. Reverse the title as shown in the sample provided (2 marks)
- ii. Bold the mission statement heading (2 marks)
- iii. Italicize and centre the mission statement (2 marks)
- iv. Centre the address at the bottom of column 3 (2 marks)
- v. Place a clipart appropriately as shown in column 3 of the sample provided (*if clipart not available, place any other appropriate graphics*) (2 marks)
- vi. save your work as sample 2 (2 marks)

d. in column 1 (courses), format the text as follows:

- i. embolden the main title and the sub titles (2 marks)
- ii. underline the main title only as shown in the sample provided (2 marks)
- iii. highlight the courses using appropriate bullets (2 marks)

e. insert a column footer using the text "*Registration and enquiries at our head office - ICON Towers.*" In column 1 as shown in the sample provided (2 marks)

f. create the mailing coupon as it appears in column 2 of the sample (2 marks)

g. format the mailing coupon text as follows:

- i. Bolden and centre the address, as shown in the sample provided (2 marks)
- ii. draw and enter the "**PLACE STAMP HERE**" caption at the top right hand corner of column 2 (2 marks)

iii. save your work as sample 3 (2 marks)

h. Print sample 1, sample 2 and sample 3. (6 marks)

Sample Brochure

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_  
 Postal Code \_\_\_\_\_

Place Stamp Here

**ICON MANAGEMENT TRAINING & CONSULTANCY CENTRE**  
**PO BOX 100000**  
**NAIROBI**

**CERTIFICATE/DIPLOMA COURSES**  
**JANUARY/2010/2011**

**BUSINESS ADMINISTRATION**

- \* Human Resources
- \* Public Relations
- \* Business studies-ICM
- \* We are the largest registration centre for ABE &

**SALES AND MARKETING**

ICM

- \* Sales-ICM
- \* Marketing

**INFORMATION TECHNOLOGY**

- \* Computer Services
- \* Certificates, Diploma & Advanced Diploma in IT
- \* Computer Engineering & Electronics
- \* NCSE, A+, AUTOCAD, DTP, & other

**SECRETARIAL STUDIES**

Postings

- \* Diploma in Secretarial Administration
- \* Telephone Reception or
- \* Front Office

**MASS COMMUNICATION**

KNEC & PITMAN

- \* Diploma in Electronic Technology
- \* Diploma Mass Communication and Journalism
- \* Advanced Diploma Mass Communication and Journalism

Registration and enquiries at our Head office-ICON Towers

**ICON MANAGEMENT TRAINING & CONSULTANCY CENTRE**



**Mission Statement**

*To provide training in business management and technical skills corporations geared towards industrialization by the year 2020*

**ICON MANAGEMENT TRAINING & CONSULTANCY CENTRE**  
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**NAIROBI**

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