

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

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
PO BOX 100000
NAIROBI

Tel: 020-4545240
 icmc@icona.com

Name _____
 Address _____
 City _____
 Postal Code _____

Place Stamp Here

ICON MANAGEMENT TRAINING & CONSULTANCY CENTRE
PO BOX 100000
NAIROBI

CERTIFICATE/DIPLOMA COURSES
JANUARY/2010

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