



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN

(DGD II, YI, SII)

BGD 2110: TYPOGRAPHY AND PRINTING TECHNIQUES I

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2015

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **TWO** Sections A & B.
- Section A is **Compulsory**.
- Answer any other **TWO** questions in Section B.

This paper consists of Two printed pages.

SECTION A (Compulsory)

QUESTION 1

- a) Define
- i) printing (2 marks)
 - ii) Relief inscriptions (2 marks)
 - iii) Etched style (2 marks)
 - iv) Serif style (2 marks)
- b) Describe each of the following type variations:
- i) Weight (3 marks)
 - ii) Slant (3 marks)
 - iii) Case (3 marks)
 - iv) Lateral measurement (3 marks)
 - v) Size/font (3 marks)
- c) Explain any **TWO** factors that affect legibility/readability of type. (7 marks)

SECTION B (Answer any TWO questions)

QUESTION 2

- a) Draw a cross section of the offset printing process and name its parts. (15 marks)
- b) List down any **FIVE** equipment/materials for the offset printing process. (5 marks)

QUESTION 3

- a) Name any **TEN** equipment/materials required for the screen printing process. (10 marks)
- b) Identify any **TEN** finished products that can be screen printed. (10 marks)

QUESTION 4

Describe the photostencil preparation method for the screen printing process. (20 marks)

QUESTION 5

- a) Outline any **FIVE** advantages of the printed material as a medium of communication. (10 marks)
- b) Draw and name any **FIVE** different cross sections of squeegee profiles for screen printing. (10 marks)