



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN
(DGD IV)

BGD 2302: GRAPHIC REPRODUCTION III

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 Three printed pages.

SECTION A (Compulsory)

QUESTION 1

- a) Define
- i) Proof reading (2 marks)
 - ii) Pre-press proofing (2 marks)
 - iii) Proofs (2 marks)
 - iv) Press proofing (2 marks)
- b) List down any **FOUR** methods used for typesetting. (4 marks)
- c) Describe the typographic terms given below:
- i) Points (4 marks)
 - ii) Picas (4 marks)
- d) Outline each of the below listed photographic terminology
- i) Image (2 marks)
 - ii) Shadow (2 marks)
 - iii) Light (2 marks)
 - iv) Motion (2 marks)
 - v) Still (2 marks)

SECTION B (Answer any **TWO** questions)

QUESTION 2

- a) List down any **FOUR** factors that will influence your choice of a particular binding process over the other binding techniques. (4 marks)
- b) Outline each of the factors you have listed in (Q 2 a) above. (12 marks)
- c) Name any **FOUR** book binding techniques. (4 marks)

QUESTION 3

Illustrate and name any **FOUR** diagrams of different book binding techniques. (20 marks)

QUESTION 4

- a) Define the impositioning scheme in as far as printing technology is concerned. (2 marks)
- b) Illustrate a diagram of a 16 page impositioning scheme and correctly number the pages. Use double lines to indicate where trimming will take place. (18 marks)

QUESTION 5

- a) Define
- i) Signature (2 marks)
 - ii) Gang-ups (2 marks)
 - iii) Trimming (2 marks)
 - iv) Perforation (2 marks)
 - v) Slitting (2 marks)
- b) Identify and explain any **TWO** paper quality characteristics. (10 marks)