



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN

(DGD I)

BGD 2102: TYPOGRAPHY AND PRINTING TECHNOLOGY I

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: FEBRUARY 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 the following terms:
 - i) Typography (2 marks)
 - ii) Typesetting (2 marks)
 - iii) Typeface (2 marks)
 - iii) Type-family (2 marks)
- b) Outline any **TWO** relevant meanings of the term “type”. (6 marks)
- c) Name any **SIX** typefaces that you know of. (6 marks)
- d) Identify any **FIVE** typesetting methods. (5 marks)
- e) Distinguish between a serif style and a sans-serif style. (5 marks)

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

QUESTION 2

Describe each of the following lettering techniques:

- a) Grid system (5 marks)
- b) Tracing method (5 marks)
- c) Pounce methods (5 marks)
- d) Mechanical (5 marks)

QUESTION 3

Illustrate a diagram of the anatomy of a ‘Type’ and name its parts. (20 marks)

QUESTION 4

- a) Outline any **FIVE** roles of a typographer. (10 marks)
- b) Name any **TEN** printing processes existing in the market today. (10 marks)

QUESTION 5

- a) List down any **FIVE** advantages of the printed material. (10 marks)
- b) Outline any **FIVE** limitations of printed material. (10 marks)