



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM & MASS COMMUNICATION

BMC 4402: MAGAZINE & BOOK DESIGN PRODUCTION TECHNIQUES

END OF SEMESTER EXAMINATION

SERIES: APRIL 2016

TIME: 2 HOURS

DATE: Pick Date May 2016 Paper 2

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **SIX** questions. Attempt question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

Question ONE

- a) Outline the characteristics of Magazine and Book design (10 marks)
b) Name the FIVE main elements of design production (5 marks)

Question TWO

- a) Explain the importance of an Art director (10 marks)
b) State the difference between book and magazine design production (5 marks)

SECTION B: (ANSWER ANY TWO)

Question THREE

Explain the book format, colour, type style choice and cover design (20 marks)

Question FOUR

Discuss the cross-cultural influences in visual perception and communication design (20 marks)

Question FIVE

Discuss the production techniques for a multi-media page publication document (20 marks)