THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

(A CONSTITUENT COLLEGE OF JKUAT)

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN

(DG IV)

BGD 2209 : COMPUTER AIDED DESIGN II

END OF SEMESTER EXAMINATIONS

SERIES: NOVEMBER/DECEMBER 2011

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) Explain the following:
   i)   Microsoft publisher   **(3 marks)**
   ii) Image   **(3 marks)**
   iii) Depth of an image   **(2 marks)**

b) Explain the **THREE** types of publisher tool bars.   **(15 marks)**

c) Identify the smallest element on a digital image.   **(2 marks)**

d) (i) Define resolution.   **(2 marks)**
   (ii) List **THREE** types of resolution.   **(3 marks)**

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

QUESTION 2

a) Define a newsletter.   **(3 marks)**

b) Explain **SIX** parts of a newspaper.   **(12 marks)**

QUESTION 3

a) Explain the **TWO** types of publication.   **(4 marks)**

b) Enumerate any **FOUR** sub-types of publication available in each type of publication.   **(4 marks)**

c) Enumerate the **SEVEN** steps followed when saving a publication.   **(7 marks)**

QUESTION 4

a) State how we can rotate and flip graphics.   **(2 marks)**

b) (i) Define "crop".   **(2 marks)**
   (ii) State why it is important to use it in pictures.   **(2 marks)**

c) (i) Define "grouping".   **(2 marks)**
   (ii) State why it is important to use it in publication.   **(2 marks)**

QUESTION 5

a) Define
   i) Drop cap **(2 marks)**
   ii) Publication **(2 marks)**

b) Explain
   i) Typeface **(2 marks)**
   ii) List **THREE** types of typefaces **(3 marks)**

c) Explain what is meant by master pages in publication. **(3 marks)**

d) Define the following terms as used in publication:
   i) Orphan **(1.5 marks)**
   ii) Menu **(1.5 marks)**