



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:
BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC 4302: DESKTOP PUBLISHING AND DESIGN

END OF SEMESTER EXAMINATION

SERIES: APRIL 2016

TIME: 2 HOURS

DATE: Pick Date Select Month Pick Year

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This is a practical paper. Answer all questions

Do not write on the question paper.

SECTION A (Compulsory)

Question 1

Using in Adobe In Design CS 3, design the following, publication materials

- | | |
|------------------|--------|
| a) Business card | 15 mks |
| b) Bronchure | 20 mks |
| c) Poster | 15 mks |

Question 2

Design a complete cover page of a magazine of your choice

20 mks

Please observe the following:

1. Use the desktop publishing program of Adobe Indesign
2. Make use of color
3. Observe the elements of design
4. Be creative
5. Be original