



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN

(DG III)

BGD 2202: GRAPHIC REPRODUCTION I

SUPPLEMENTARY/SPECIAL EXAMINATIONS

SERIES: JULY 2014

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 reproduction terms:
- i) Photogravure (2 marks)
 - ii) Block Vs text in print-bed (2 marks)
 - iii) Artwork generation (2 marks)
 - iv) Scapel (2 marks)
 - v) Screens in print (2 marks)
- b) i) Pressure application process is a uniform reprographic technique. Explain. (5 marks)
- ii) Roller print techniques best utilized to produce very high quality work. Explain the statement. (5 marks)
- iii) Typesetting can be said to be tight or TV-spaced. Explain the statement. (5 marks)
- iv) There exists Automatic or manual letter spacing, where does these apply. (5 marks)

SECTION B (Answer any TWO questions)

QUESTION 2

Both digital and manual page composition must be done to comply with principles paragraph composition. State these principles and state their importance. (20 marks)

QUESTION 3

Describe the **FIVE** elements of page composition exhaustively with manual spot colour separation. (20 marks)

QUESTION 4

In page of letter press composition different type considerations are necessary. Critically evaluate them. (20 marks)

QUESTION 5

Briefly compare screen printing and duplicating technique with reasons for application. (20 marks)