TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BGD : 2218 : COMPUTER AIDED DESIGN III

END OF SEMESTER EXAMINATION

SERIES:

TIME: 2 HOURS

DATE: Pick Date May 2016

Instructions to Candidates
You should have the following for this examination
-Answer Booklet, examination pass and student ID
This paper consists of Choose No questions. Attempt question ONE (Compulsory) and any other TWO questions.
Do not write on the question paper.

Question ONE

1. (a) Define the following terms:

   i.   Digital image   (2mks)
   ii.   Pixels   (2mks)
   iii. Resolution   (2mks)
   iv.   Langauge of computers   (2mks)
   v.   Page composition   (2mks)

   b) i. Describe six parts of a newspaper   (5mks)

   ii Explain components of a page layout   (5mks)

   iii. Describe the process of cropping.   (5mks)

   iv. Briefly explain the statement "The drop cap is an initial letter treatment".   (5mks)

SECTION B: Answer TWO questions

Question TWO

Describe parts of a newsletter, and use a drawing to show two pages relate with one another in sheetwork . (20mks)

Question THREE

An article is to be emphasized. Explain ways of design and editing that can emphasize it. Give relevant examples. (20mks)

Question FOUR

Graphics can be flipped and rotated digitally by marks. Describe this process and explain its effects on the readers. Give relevant examples. (20mks)

Question FIVE

Typefaces, display types and styles of typefaces and visuals determine the mood and effects of the message. Discuss this statement and give relvant examples. (20mks)