



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

DGD 2002: TYPOGRAPHY

END OF SEMESTER EXAMINATIONS

SERIES: SEPTEMBER/OCTOBER 2011

TIME: 2 HOURS

INSTRUCTIONS:

- Answer Question **ONE** and any other **THREE**.

1. Using a minimum of seven lines describe the principle of type measurements. **(10 marks)**
2. (a) Describe the **THREE** elements of the mass media.
(b) State their application in newspaper production. **(20 marks)**
3. Differentiate between body text and display text showing how it applied in the story presentation on a given page of a newspaper. **(10 marks)**
4. Page composition is mainly typographical designs process. Discuss. **(20 marks)**
5. Define pictorial typographical designs. State and discuss, when, where, and why these Typographical designs are needed for message presentation. **(20 marks)**
6. (a) Define Quads, ems, En points and picas. **(10 marks)**
(b) Describe the application of each in typographical designs. **(10 marks)**