



# TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES Select Faculty/School/Institute

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM & MASS COMMUNICATION

BMC 4402 MAGAZINE & BOOK DESIGN PRODUCTION

Type unit code Type unit name. END OF SEMESTER EXAMINATION

**SERIES: JUNE, 2017** Select series Pick year

**TIME: TWO** Choose hours HOURS

**DATE:** Pick Date Aug 2017

## Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of TWO SECTION, SECTION "A" COMPLUSORY:

ATTEMPT ALL THE QUESTIONS,

SECTION "B" ATTEMPT ANY TWO QUESTIONS Choose No questions. Attempt Choose instruction.

**Do not write on the question paper.**

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## SECTION A (ALL QUESTIONS ARE COMPULSORY)

### Question ONE

- a. Name the FIVE main elements of book design production 5Marks
- b. State the difference between book and magazine design production 5Marks
- c. In sequence, explain the image manipulation process 5Marks

### Question TWO

- a. Outline the characteristics of stylistic magazine 5Marks
- b. highlight the importance of an Art director in book and magazine production 10Marks

## SECTION B (ATTEMPT ANY TWO QUESTIONS)

### Question THREE

Discuss the importance of a book and a magazine in the society today 20Marks

**Question FOUR**

Explain book format in relation to colour selection, typestyle choice and cover design that attracts and captures the clientele eye

20Marks

**Question FIVE**

Discuss the production techniques for a multi/media page publication page

20marks