



# TECHNICAL UNIVERSITY OF MOMBASA

---

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

**UNIVERSITY EXAMINATION FOR:**

**BACHELOR OF JOURNALISM & MASS COMMUNICATION**

**BMC 4402: MAGAZINE & BOOK DESIGN PRODUCTION TECHNIQUES**

**END OF SEMESTER EXAMINATION**

**SERIES: APRIL 2016**

**TIME: 2 HOURS**

**DATE:** Pick Date May 2016 Paper 2

## Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **SIX** questions. Attempt question ONE (Compulsory) and any other TWO questions.

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

---

### **Question ONE**

- a) Outline the characteristics of Magazine and Book design (10 marks)  
b) Name the FIVE main elements of design production (5 marks)

### **Question TWO**

- a) Explain the importance of an Art director (10 marks)  
b) State the difference between book and magazine design production (5 marks)

## **SECTION B: (ANSWER ANY TWO)**

### **Question THREE**

Explain the book format, colour, type style choice and cover design (20 marks)

### **Question FOUR**

Discuss the cross-cultural influences in visual perception and communication design (20 marks)

### **Question FIVE**

Discuss the production techniques for a multi-media page publication document (20 marks)