



# 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: DECEMBER, 2016** Select series Pick year

**TIME: TWO** Choose hours HOURS

**DATE:** Pick Date Select Month PAPER TWO

## 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 FIVE questions. Attempt question ONE (Compulsory) and any other TWO questions.

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

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## SECTION A { ALL QUESTIONS ARE COMPULSORY }

### Question ONE

Explain the following techniques of book and magazine design production

- |      |            |      |
|------|------------|------|
| i.   | Layout     | 3Mks |
| ii.  | Brief      | 3Mks |
| iii. | Colour     | 3Mks |
| iv.  | Type Style | 3Mks |
| v.   | Binding    | 3Mks |

### Question TWO

- |    |  |       |
|----|--|-------|
| a. | Outline the importance of book and magazine in our society today         | 10Mks |
| b. | explain the importance of type specification to production of a magazine | 5Mks  |

**SECTION B { ATTEMPT ANY TWO QUESTIONS}**

**Question THREE**

Discuss the cross cultural influence in design production

20Mks

**Question FOUR**

Discuss the principles and elements of the design process

20Mks

**Question FIVE**

Discuss the effects of type, colour, picture and illustration in a magazine vice vie book production 20mks