



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 ONE

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.

SECTION A { ALL QUESTIONS ARE COMPULSORY }

Question ONE

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

Question TWO

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

SECTION B { ATTEMPT ANY TWO QUESTIONS }

Question THREE

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

Question FOUR

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

20Mks

Question FIVE

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

20mks