TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
DEPARTMENT OF COMMUNICATION STUDIES
UNIVERSITY EXAMINATION FOR:
DIPLOMA IN GRAPHIC DESIGN
HGD 2102: TYPOGRAPHY
END OF SEMESTER EXAMINATION
SERIES:
TIME: 2HOURS
DATE: Pick Date Dec 2016

Instructions to Candidates
You should have the following for this examination
-Answer Booklet, examination pass and student ID
This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.
Do not write on the question paper.

Question One

a) Define the following Typographical techniques

  i.   Picas   (2 Marks)
  ii.   Lower case   (2 Marks)
  iii. Leading   (2 Marks)
  iv. Initial letter treatment   (2 Marks)
  v.   Readability   (2 Marks)

b) i) Differentiate tracking from kerning. (5 marks)

   ii) Quads are used to space letters. Explain the process to create readable stories. (5 marks)

   iii) Describe five layout elements for print media design. (5 marks)

iv) Describe four main groups of main typefaces. (5 marks)

Question Two

Describe the nine differentlines that can be used to construct characters of given typeface. (20 marks)

Question Three

Explain using TWO examples in each of the following: typestyles, type weights and type families.

(20 marks)

Question Four

Discuss ten factors that affect legibility of a given type face. (20 marks)

Question Five

Lithography, offset and web-offset are variant plate based printing process.Explain them briefly. (20 marks)