



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: 2 HOURS

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 terms

- | | |
|--------------------|-----------|
| i. Mean line | (2 marks) |
| ii. Typeface | (2 marks) |
| iii. Shoulder line | (2 marks) |
| iv. Legibility | (2 marks) |
| v. San serifed | (2 marks) |

Question One

b. i) Explain briefly the type weights a type face with two examples.

(5 marks)

- ii) Serifs can be of various types. Explain three of them. (5 marks)
- iii) Letter press is an outdated printing process. Briefly support this statement. (5 marks)
- iv) Type families can be described in various forms. Describe them. (5 marks)

SECTION B

Question Two

1. Type faces are measured in forms of various units. Explain these units and show their relationship. (20 marks)

Question Three

Choosing typefaces for message construction are in guided by certain guidelines. Explain how those guidelines are used. (20 marks)

Question Four

Type width can be varied to three formats. State these formats and explain when they are necessary in message construction. (20 marks)

Question Five

Several paragraph constructions are required in message constructions. Describe five formats, illustrating how they are created. (20 marks)