



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA STUDIES

DIPLOMA IN MASS COMMUNICATION (PRINT)

(DMP 5)

TYPOGRAPHY

END OF SEMESTER EXAMS

SERIES: APRIL/MAY 2010

TIME: 2½ HOURS

INSTRUCTIONS TO CANDIDATES

1. The paper consists of **EIGHT** questions.
2. Answer any **FIVE** questions only.
3. All questions carry equal marks.
5. Cheating leads to disqualification.
6. Switch off mobile phone.

- Q.1 Explain the following typographical terminologies:
- (a) Lower case
 - (b) Upper case
 - (c) Type face
 - (d) Point size
- (20 marks)
- Q.2 (a) Illustrate using diagrams:
- (i) Serif Style
 - (ii) San Serif Style
- (10 marks)
- (b) Explain where each of the lettering styles mentioned in 2(a)(i) and 2(a)(ii) are used.
- (10 marks)
- Q.3 (a) (i) Define “type setting”.
- (2 marks)
- (ii) State any **TWO** factors to be considered when selecting a typesetting system.
- (8 marks)
- (b) (i) Name the **TWO** basic units used in measuring types.
- (2 marks)
- (ii) Describe each of the basic units mentioned in 3(a)(i) above.
- (8 marks)
- Q.4 Explain each of the ways to arrange lines of types listed below:
- (i) Asymmetrical/Radom
 - (ii) Justified
 - (iii) Centered
 - (iv) Left justified.
- (20 marks)
- Q.5 (a) Describe the **TWO** meaning of the term ‘type’.
- (5 marks)
- (b) Explain any **FIVE** duties of a typographer.
- (15 marks)
- Q.6 Describe the following lettering techniques.
- (a) Freehand lettering
 - (b) Mechanical/Instrumental construction
 - (c) Creative lettering
 - (d) Direct image setting.
- (20 marks)

Q.7 Explain any **FOUR** factors considered in selecting a suitable typeface for a particular job. (20 marks)

Q.8 Describe each of the following techniques used in production of letters.

- (a) Enlargement
- (b) Reduction
- (c) Tracing
- (d) Distortion
- (e) Grid.