



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 how the following factors affect legibility of type:

- (a) Decoration
- (b) Size
- (c) Colour
- (d) Type face. (20 marks)

Q.2 Describe any **FOUR** methods that can be adapted in 'Setting type'. (20 marks)

Q.3 (a) Explain the following with the help of a diagram:

- (i) Ascender
- (ii) Descender (10 marks)

(b) Describe the following features of a type

- (i) Depth (ii) Height
- (iii) Width (iv) Face (10 marks)

Q.4 Explain how the following affect aesthetics of types:

- (a) Balance
- (b) Rhythm
- (c) Proportion
- (d) Colour
- (e) Harmony. (20 marks)

Q.5 Explain the importance of typography knowledge in print journalism. (20 marks)

Q.6 Give any **FIVE** names of typefaces in each of the following categories.

- (a) Serifs
- (b) Sans Serif. (20 marks)

Q.7 Explain the following terms:

- (a) Value
- (b) Hue
- (c) Tint
- (d) Shade
- (e) Pigments (20 marks)

Q.8 (a) Define colour wheel. (2 marks)

(c) Describe the following terms:

- (i) Primary colours
- (ii) Secondary colours
- (iii) Complementary colours
- (iv) Neutral colours
- (v) Warm colours
- (vi) Cool colours

(18 marks)