



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN GRAPHIC DESIGN

HGD 2202: GRAPHIC REPRODUCTION

END OF SEMESTER EXAMINATION

SERIES: AUGUST 2019

TIME: 2HOURS

DATE: Pick Date Aug 2019

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 terms;

- | | |
|--------------------------------|----------|
| (i) Kicker | (2marks) |
| (ii) Blurp | (2marks) |
| (iii) By-line | (2marks) |
| (iv) Circulation and logistics | (2marks) |
| (v) Signature | (2marks) |

(b)

- (i) Distinguish between a by-line and stand first (5marks)
- (ii) Differentiate between a cross head and initial letter treatment (5marks)
- (iii) A dummy of 29 pages is to be made of a 16 page signature show the components of the dummy and the way it can be bounded (5marks)
- (iv) Describe the purpose of headlines (5marks)

Question TWO

An initiative dummy is to be constructed of 87 pages of a 32 page signature, explaining why saddle stitch binding is impossible (20marks)

Question THREE

Briefly describe the magazine production process from idea to pre-print level (20marks)

Question FOUR

Discuss the ten elements of 1st page of a newspaper creation concerning editorial format usage (20marks)

Question FIVE

Discuss any of the five different forms of binding (20marks)