



# TECHNICAL UNIVERSITY OF MOMBASA

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SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

**UNIVERSITY EXAMINATION FOR:**

**DIPLOMA IN GRAPHIC DESIGN**

**HMC 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.**

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## **Question ONE**

(a). Define the following terms;

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|--------------------------------|----------|
| (i) Visuals                    | (2marks) |
| (ii) Stand first               | (2marks) |
| (iii) Initial letter treatment | (2marks) |
| (iv) Cropping                  | (2marks) |
| (v) Text proofing              | (2marks) |

(b)

- (i) Differentiate between printing and pre-printing (5marks)
- (ii) Distinguish between retouching and adjusted film assembly (5marks)
- (iii) Illustration proofing and text proofing proceed film assembly. Briefly outline the two activities (5marks)
- (iv) Distinguish between binding and print finishing (5marks)

**Question TWO**

Describe five elements of layout of a page (20marks)

**Question THREE**

A story is to be emphasized. Discuss the items to help emphasize the story (20marks)

**Question FOUR**

Draw and name the sheet work parts of two adjacent pages (20marks)

**Question FIVE**

Describe five print finish processes (20marks)