



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN GRAPHIC DESIGN

HGD 2212: GRAPHIC REPRODUCTION AND PRINT TECHNIQUES

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) Topical run heads | (2marks) |
| (ii) Page heads | (2marks) |
| (iii) Running head | (2marks) |
| (iv) By-line | (2marks) |
| (v) Kicker | (2marks) |

(b)

- (i) Distinguish between a signature and a broadside
(5marks)

- (ii) Using marks define the size of the publication and four process colors of a publication (5marks)
- (iii) Outline the processes of reprography lithographically (5marks)
- (iv) Differentiate between hard spine binding and saddle stitch binding (5marks)

Question TWO

Describe reprography from idea to plate making stage (20marks)

Question THREE

Using a diagram, show parts of sheet work with particular symbols for page composition (20marks)

Question FOUR

Compare and contrast spot color and process color magazine and newspaper production (20marks)

Question FIVE

Briefly explain the process of creating a complete signature with pages following one another with pages printed back to back (20marks)