



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) Cross-head | (2marks) |
| (ii) Stand first | (2marks) |
| (iii) Side drop caption | (2marks) |
| (iv) Reversed space | (2marks) |
| (v) Mug shot | (2marks) |

(b)

- (i) Differentiate between a blurb and a by-line (5marks)
- (ii) Distinguish between side stitch and saddle stitch binding (5marks)
- (iii) Outline identification of items that appear in three areas-front page, package and editorial page (5marks)
- (iv) Compare and contrast between the poster page design and editorial page design (5marks)

Question TWO

Explain the eight steps of graphic reproduction of a newspaper magazine (20marks)

Question THREE

A very important story is declared a lead story. Indicates eight special treatments to be given the story with named graphic items as part of the story (20marks)

Question FOUR

Create a dummy of 87 pages using a signature of 32pages with its variants, a broadside and single page insert (20marks)

Question FIVE

Describe circulation and logistics of a newspaper within a country (20marks)