



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM & MASS COMMUNICATION

BMC 4402: MAGAZINE & BOOK PRODUCTION

END OF SEMESTER EXAMINATION

PROJECT

SERIES: AUGUST 2019

TIME: 2 HOURS

DATE: Pick Date Jun 2019

Instructions to Candidates

You should have the following to be graded for this examination

*Final well typed and bound project. Each candidate must present an examination pass and student ID when submitting the final project. Each group member must **PERSONALLY** sign the exam attendance sheet while submitting the project.*

This is a project; you are therefore expected to Choose No Attempt **ALL** questions

Project 70 marks

Statistics from the National Authority for the Campaign Against Drug Abuse (Nacada) indicate that 24,500 people are addicted to drugs in Mombasa alone. Most of them are minors. The Daily Nation of February 2019 reported that “Earlier this year, a Standard Seven pupil was caught with bhang within a public primary school in Kisauni”.

Task 1 (30 marks)

Having studied the art of magazine and book production, coupled with your knowledge of development communication and news writing, develop a comprehensive proposal for a children’s magazine to address this problem. Your document should be typed in times new roman and must indicate the following

- a) justification for the choice of type and color
- b) how the magazine will be finished/bound
- c) explain how the magazine will be distributed

Task 2 (30 marks)

- i) You are required to design a sample four page dummy of your magazine (presented in hard copy) 10 marks)
- ii) Design and typeset a sample four page magazine of your project using any of the newspaper/magazine design packages learnt in this unit and present a print ready project (PDF) on a CD. (20 marks)