



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Department of Communication Studies

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION (BJMC)

HMC 4302: DESKTOP PUBLISHING AND DESIGN

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2024

TIME: 2 HOURS

DATE: Pick Date Dec 2024

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FOUR** questions. Attempt all questions.

Do not write on the question paper.

QUESTION 1

- a) Identify any **FIVE** principles of design in newspapers (5 Marks)
- b) Giving relevant examples, discuss **FIVE** forms of newspaper page organization (10 Marks)
- c) Making reference to the Kenyan newspaper industry, critically examine the various forms of newspaper front page designs (15 Marks)

QUESTION 2

Design a calendar for the year 2025, highlighting public holidays (20 marks)

QUESTION 3

Using your knowledge of desktop publishing and design, create the following items:

- a) Business card (10 Marks)
- b) Poster (10 Marks)