



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

department of communication studies

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM & MASS COMMUNICATION

HMC4310: DESIGN LAYOUT & PRODUCTION

END OF SEMESTER EXAMINATION

SERIES: APRIL, 2025 Select series Pick year

TIME: TWO Choose hours HOURS

DATE: Pick Date **APRIL, 2025**

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of FIVE QUESTIONS

QUESTION ONE IS COMPLUSORY:

YOU CAN THEN ATTEMPT ANY OTHER TWO QUESTIONS,

Choose No questions. Attempt Choose instruction.

Do not write on the question paper.

Question One

- a) Describe any 5 components of colour separation (5mks)
- b) Outline the importance of typography in design Layout (5mks)
- c) Describe the typography family (5mks)
- d) State the importance of Web accessibility (5mks)
- e) Describe the saddle stitch method (5mks)

Question Two

Discuss the Graphical assets that incorporate design principles in a newspaper layout
(20mks)

Question Three

Discuss the determining outcome in handling advertising for publication of a magazine.
(20mks)

Question Four

Explain the use of the Golden Section and harmonious page formats (20mks)

Question Five

a) Discuss the Qualities of a good Publication (10mks)

b) Explain the importance of Layout and design fundamentals (10mks)