



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN GRAPHIC DESIGN

HGD 2202: GRAPHIC REPRODUCTION

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2024

TIME: 2HOURS

DATE: PICK DATE DECEMBER 2024

Instruction 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** question.

Do not write on the question paper

QUESTION ONE

Define the following terms

- | | |
|--------------------------------|----------|
| (i) Double decked headline. | (2marks) |
| (ii) Cricked. | (2marks) |
| (iii) Implied gutter line. | (2marks) |
| (iv) Initial letter treatment. | (2marks) |
| (v) Mugshots. | (2marks) |

QUESTION ONE (B)

- (i) Distinguish between gutter space and spine space.
(5marks)
- (ii) Sketch a four decked headline with upper and lower café letters “stan chart marathon gets received sh.173 million in sponsorship”, with heading.
(5marks)
- (iii) Using A4 size, derive Ag and A° measurements of mini size dummy and full size dummy. (5marks)
- (iv) A publication of 17191 pages with a 64 pages signature and its variant summarize the dummy composition.

QUESTION TWO

Draw a sheet work and name ten different parts of H. (20marks)

QUESTION THREE

Photograph are provided for the news letter production. Advice on clopping methods to indicate innovativeness. (20marks)

QUESTION FOUR

Briefly describe **EIGHT** forms print finishing process. (20marks)

QUESTION FIVE

Briefly explain **EIGHT** forms binding. (20marks)



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QUESTION ONE

Define the following terms.

- | | |
|----------------------------|----------|
| (i) Poster page layout. | (2marks) |
| (ii) Advertorial features. | (2marks) |
| (iii) Saddle stitching. | (2marks) |
| (iv) Sheet working. | (2marks) |
| (v) Outline wopping | (2marks) |

QUESTION ONE (B)

- (i) Differentiate between implied and real outer line. (5marks)
- (ii) Centralized composition and flashed a lighted paragraph. (5marks)
- (iii) Outline different forms of initial forms treatment in paragraph formations. (5marks)
- (iv) Outline different paper materials that can be used for publications for different audiences. (5marks)

QUESTION TWO

Describe the process of publication from a brief to printing stage. (20marks)

QUESTION THREE

As a consult you are advising a public relation officer about affordable binding means. Cover four cheap and expensive ones. (20marks)

QUESTION FOUR

Compare and contrast the sheet work composition and film assembly before plate marketing. (20marks)

QUESTION FIVE

Packaging, logistic, circulation and feedback in the last stage of publication. (20marks)