



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN GRAPHIC DESIGN

HGD 2203: GRAPHIC REPRODUCTION AND PRINTING

TECHNIQUES

END OF SEMESTER EXAMINATION

SERIES: AUGUST Pick year **2024**

TIME: 2HOURS

DATE: Pick DateAugPick Year **2024**

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. Page head (2marks)
 - ii. Run heads (2 marks)
 - iii. Gutter line (2marks)
 - iv. Spine space (2marks)
 - v. Saddle stitch (2marks)
- b. .
 - i. Differentiate between pullout quotes and cross heads. (5 marks)

- ii. Distinguish between gutter line and gutter space. (5 marks)
- iii. Compare and contrast between en and em quad spaces with smallest of em and en in terms of points. (5 marks)
- iv. Explain the components of a type font. (5 marks)

QUESTION TWO.

With the help of a diagram show the layout done on Radial balance and the lower part of symmetrical balance. (20 marks)

QUESTION THREE.

A dummy creation is of a 64 page signature and its variants with other components of 117 pages. Create a summary of the dummy. (20 marks)

QUESTION FOUR.

Discuss 8 print finishing process of a magazine. (20 marks)

QUESTION FIVE.

Describe the components of the front page of a poster page layout. (20 marks)