



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN GRAPHIC DESIGN

HGD 2202: TYPOGRAPHY

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

(a) Define the following terms.

- | | |
|---------------------|----------|
| i. Counter. | (2marks) |
| ii. San serif. | (2marks) |
| iii. Tracking. | (2marks) |
| iv. Descender line. | (2marks) |
| v. Type face. | (2marks) |

QUESTION ONE (B)

- I. Distinguish between capital type and lower case with illustrative of by characters. (5marks)
- II. Outline the components of a fount. (5marks)
- III. Equid measures the width of characters, show their relationship with pica and how they help create reader ability. (5marks)

QUESTION TWO

State EIGHT measurement of spaces for characters both vertically and horizontally showing how they increase legibility, visibility and renderability. (20marks)

QUESTION THREE

Describe FIVE main typefaces and their features and how they are used to communicate particular messages. (20marks)

QUESTION FOUR

Discuss TEN different weight of type and how they are used to generate hierarchy of presentation of messages. (20marks)

QUESTION FIVE

There are FIVE different styles of characters. Discuss each and show circumstances when they are used. (20marks)