



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
PRINT TECHNIQUES PP2

END-OF-SEMESTER EXAMINATION

SERIES: AUGUST 2024

TIME: 2HOURS

DATE: Pick Date **AUGUST 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. Enquad (2 marks)
 - ii. Points (2 marks)
 - iii. Typeface (2 marks)
 - iv. Running head (2 marks)
 - v. Kicker (2 marks)
- b. .
 - i. Distinguish between kicker and crosshead (5 marks)
 - ii. Differentiate between running head and run heads (5 marks)

- iii. Outline the visuals used in publications. (5marks)
- iv. Kickers and pullout quotes are necessary for story emphasis. Explain.(5 marks)

QUESTION TWO.

Lead story emphasis is necessary. Discuss. (20 marks)

QUESTION THREE.

With the help of a diagram explain 10 elements of sheet work. (20 marks)

QUESTION FOUR.

Masthead is found in four main pages. Describe the main items of these pages. (20 marks)

QUESTION FIVE.

Describe 8 forms of print finishing.(20 marks)