



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Department of Communication Studies

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN GRAPHIC DESIGN

HMC 2211: Newspaper Editing & Design

END OF SEMESTER EXAMINATION

SERIES: APRIL 2025

TIME: 2 HOURS

DATE: Pick Date Apr 2025

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FOUR** questions. Attempt question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

Question ONE

Define the following terms

- i Cross head. 2marks
- ii. Stand first. 2marks
- iii. Kicker. 2marks
- iv. Running head. 2marks
- v. Mast head. 2marks

QUESTION ONE (B)

- i. Differentiate between run-head and running head. **5marks**
- ii. Distinguish between pull out quotes and alpha numeric highlights. **5marks**

iii. Outline visual element of a publication of a newsletter.

5marks

iv. Create a sheetwork and name **five** of its parts. **5marks**

QUESTION TWO

Discuss **Eight** of the principals of layout with examples. **20marks**

QUESTION THREE

Describe **Ten** factors that can emphasize a lead story selected by editorial board. **20marks**

QUESTION FOUR

Discuss the need of each of the print finishing processes of newsletter production. **20marks**

QUESTION FIVE

Packaging, logistics, circulation and feedback are necessary.

Describe the need of each of these to make the publication effective. **20marks**

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