



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. Alpha numeric highlights | 2marks |
| ii. Pull out quote | 2marks |
| iii. Cross head | 2marks |
| iv. Folio | 2marks |
| v. Run heads. | 2marks |

QUESTION ONE (B)

Distinguish between mast head and running

head. **5marks**

- ii. Differentiate between kicker and cross head of a story.**5marks**
- iii. State and outline **five** forms initial paragraph treatments with examples.**5marks**
- iv. Outline the **five** main elements of a font.**5marks**

QUESTION TWO

Describe Eight types of binding suitable for publication.**20marks**

QUESTION THREE

Discuss the necessary processes of visual creation necessary of a print publication from idea to publication.**20marks**

QUESTION FOUR

A story has obeyed all news values consequences in preparation and writing it. Discuss layout principles and other factors to get maximum positive impact from it. **20marks**

QUESTION FIVE

Discuss the necessity of Eight different forms of print finishing processes of a long-lasting newsletter **.20marks**

