



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Department of Communication Studies

UNIVERSITY EXAMINATION FOR:
DIPLOMA IN MASS COMMUNICATION
HMC 2110 DESK TOP PUBLISHING
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 (30 Marks)

a) Define the following terms as used in desktop publishing:

- I. Electronic publishing
- II. Page layout
- III. Resolution
- IV. Vector graphics
- V. Typography (10 marks)

b) Explain **five** key factors to consider when designing a magazine layout. (10 marks)

c) Discuss the advantages and disadvantages of **electronic publishing** over traditional print publishing. (10 marks)

QUESTION TWO (20 Marks)

- a) Outline the **steps involved in designing and printing a brochure** using desktop publishing software. (10 marks)
- b) Explain how **typography and color theory** influence the readability and aesthetics of a publication. (10 marks)

QUESTION THREE (20 Marks)

- a) Describe the difference between **raster and vector images** and explain when to use each. (10 marks)
- b) Discuss **four** common file formats used in desktop publishing, stating their advantages and disadvantages. (10 marks)

QUESTION FOUR (20 Marks)

- a) Explain the role of **master pages and templates** in desktop publishing software. (10 marks)
 - b) How does **bleed and margin settings** affect the final print output of a publication? (10 marks)
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QUESTION FIVE (20 Marks)

- a) Identify and explain the use of **five essential tools** found in Adobe InDesign or CorelDRAW for desktop publishing. (10 marks)
- b) Discuss the impact of **digital media and online publishing** on traditional print industries. (10 marks)