



# **TECHNICAL UNIVERSITY OF MOMBASA**

*Faculty of Business & Social Studies*

**DEPARTMENT OF MEDIA & GRAPHIC DESIGN**

**DIPLOMA IN MASS COMMUNICATION**

(DMP/R IV & V)

**BMC 2304: NEWSPAPER EDITING AND DESIGN**

**END OF SEMESTER EXAMINATIONS**

**SERIES: APRIL 2014**

**TIME: 2 HOURS**

**INSTRUCTIONS:**

- This paper consists of **TWO** Sections **A** & **B**.
- Section **A** is **Compulsory**.
- Answer any other **TWO** questions in Section **B**.

***This paper consists of Two printed pages.***

## SECTION A (Compulsory)

### QUESTION 1

- a) Explain lithographic printing process. **(6 marks)**
- b) Describe a four-colour printing process. **(6 marks)**
- c) Outline **FIVE** elements of design. **(5 marks)**
- d) Explain how type sizes are measured. **(6 marks)**
- e) State **FIVE** ways in which you could avoid or reduce a “grey effect” on a page when setting type width. **(5 marks)**
- f) Define “Type slant”. **(2 marks)**

## SECTION B (Answer any TWO questions)

### QUESTION 2

- a) Edit the story provided, writing your corrections on the same page. The revision should address grammar, language and typographical errors. **(16 marks)**
- b) Suggest an appropriate headline for the story in 2 a) above assuming it is going to be run on a daily a paper. **(4 marks)**

### QUESTION 3

- a) Discuss **SIX** qualities of a good sub-editor. **(12 marks)**
- b) Draw a chart illustrating the Newspaper Production process. **(8 marks)**

### QUESTION 4

- a) Explain photogravure printing process and its uses. **(10 marks)**
- b) Discuss **FIVE** features that have made the Standard daily newspaper a distinctive publication in the market. **(10 marks)**

### QUESTION 5

- a) Describe **FIVE** types of page layout with the aid of sketches. **(10 marks)**
- b) Explain **FIVE** types of news headlines giving examples. **(10 marks)**