



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN

(DG IV)

BGD 2212: ADVANCED PUBLICATION DESIGN

SUPPLEMENTARY/SPECIAL EXAMINATIONS

SERIES: FEBRUARY/MARCH 2013

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

Explain briefly the following terminologies:

- a) Film assembly (4 marks)
- b) Mechanical (4 marks)
- c) Grid (4 marks)
- d) Sheetwork (4 marks)
- e) Optical spacing (4 marks)

QUESTION 2

A book is to be produced of several pages for University undergraduate. Assuming its going to compete with the international textbooks indicate the main sections of the book. (20 marks)

SECTION B (Attempt any TWO questions)

QUESTION 3

Exhaustively discuss **FIVE** elements of page layout with their application to newspaper production. (15 marks)

QUESTION 4

Graphics is a necessity in publication of a magazine. Discuss the graphical forms used and how they are used to create emphasis of the message. (20 marks)

QUESTION 5

- a) Typography and visuals are the main stay of magazine production. (15 marks)
- b) A product based newsletter is to be produced of 49 pages with a signature of 16 pages. Calculate the number signatures broadsides and inserts that are to be produced to complete this newsletter. (15 marks)