



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN

(DG I)

BGD 2102: INTRODUCTION TO TYPOGRAPHY & PRINTING TECHNIQUES

SUPPLEMENTARY/SPECIAL EXAMINATIONS

SERIES: FEBRUARY 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

- a) Define the following terms:
- i) Typography
 - ii) Typeface
 - iii) Calligraphy
 - iv) Composition
 - v) Two dimensional letter. **(10 marks)**
- b) List the **THREE** basic shapes that are found on capital letters of the alphabet. **(6 marks)**
- c) Explain how typography is related to design. **(4 marks)**
- d) Distinguish between symmetrical and assymetrical setting. **(10 marks)**

SECTION B (Attempt any TWO questions)

QUESTION 2

Using relevant examples, outline the following methods of reduction and enlargement:

- a) Gridding
- b) Tracing through **(10 marks)**

QUESTION 3

List atleast **TEN** type phase that can be used in advertising. **(10 marks)**

QUESTION 4

Carry out **TWO** pictorial design that would be suitable for a poster work on a A3 paper size provided. **(10 marks)**

QUESTION 5

Interpret the needs into several sketches that would illustrate the poster or advert. **(10 marks)**

QUESTION 6

- a) Define layout. **(2 marks)**
- b) List **THREE** approaches of a layout. **(3 marks)**
- c) State **FIVE** principles of a layout which should be considered by a designer. **(5 marks)**