



**TECHNICAL UNIVERSITY OF MOMBASA**  
*Faculty of Business & Social Studies*

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN  
(DG II)

**BGD 2110: TYPGRAPHY AND PRINTING TECHNIQUES I**

SUPPLEMENTARY/SPECIAL EXAMINATIONS

**SERIES:** FEBRUARY 2013

**TIME:** 2 HOURS

**INSTRUCTIONS:**

– Answer **ALL** questions.

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

## QUESTION 1

- a) Name the **TWO** units of measurement in typography. (2 marks)
- b) Describe each of the units you have mentioned in Q 2(a) above. (6 marks)
- c) Explain any **FOUR** methods used in type composition/typesetting. (8 marks)
- d) Name any **FOUR** font styles. (4 marks)

## QUESTION 2

Outline any **FIVE** advantages and **FIVE** limitations of the screen printing process. (20 marks)

## QUESTION 3

Name and explain the **FIVE** different ways of arranging lines of type on a page. You may use diagrams to aid your explanation. (20 marks)

## QUESTION 4

- a) List down any **TEN** material that can be tried out as blocks in block printing. (10 marks)
- b) Outline **FIVE** different ways of preparing stencils for the screen printing process. (10 marks)

## QUESTION 5

- a) Explain **FIVE** factors to consider in selecting the 'right' typesetting system for your job. (10 marks)
- b) Outline each of the following text preparation methods:
  - i) Tracing (2 marks)
  - ii) Grid method (2 marks)
- c) Explain how the following factors affect legibility of type:
  - i) Size (2 marks)
  - ii) Balance (2 marks)
  - iii) Harmony (2 marks)