TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMP/R 4)

BMC 2215: NEWSPAPER PRODUCTION

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 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 Three printed pages.

SECTION A (Compulsory)

QUESTION 1

a) Draw a flow chart of the Newspaper production process and explain it briefly. **(10 marks)**

b) Outline **TEN** tasks of a sub-editor. **(10 marks)**

c) Explain the following terminologies:
   i) Typography **(2 marks)**
   ii) Serif **(2 marks)**
   iii) Pica **(2 marks)**
   iv) Legibility **(2 marks)**
   v) Leading **(2 marks)**

SECTION B (Attempt any TWO questions)

QUESTION 2

a) Outline the mathematical relationship between picas, inches and pointsize. **(6 marks)**

b) Explain **FOUR** ways in which you can avoid a grey effect that is brought about by the condensing of text. **(8 marks)**

c) Explain 4-colour printing process. **(6 marks)**

QUESTION 3

a) Outline **SIX** tasks of the Managing Editor. **(6 marks)**

b) Discuss **FOUR** main functions of a dummy. **(8 marks)**

c) Explain **THREE** main ways in which you can accommodate late breaking news on your Front page. **(6 marks)**

QUESTION 4

a) Explain how the following concepts apply in newspaper design:
   i) Balance **(3 marks)**
   ii) Rhythm **(3 marks)**
   iii) Unity **(3 marks)**
   iv) Scale **(3 marks)**

b) You have obviously perused the *Nation*, *Standard* or the *People* dailies on several occasions. Outline **EIGHT** techniques that designers of these dailies have commonly used when scheming the ads on the pages. **(8 marks)**

QUESTION 5

a) Distinguish between 'Offset Lithographic' and 'Flexographic' printing processes.   **(10 marks)**

b) Explain the following types of layout using illustrations:
  i) Diagonal layout   **(3 marks)**
  ii) Asymmetrical layout   **(4 marks)**
 iii) Brace layout.   **(3 marks)**