



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 AND PRINT TECHNIQUES

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 Two printed pages.

SECTION A (Compulsory)

QUESTION 1

- a) Define and explain briefly the following:
- i) Typography
 - ii) Pictorial
 - iii) Printing
 - iv) Poster
- (20 marks)**
- b) Discuss how typography is related to design. **(10 marks)**

SECTION B (Attempt any TWO questions)

QUESTION 2

- a) Apart from message, explain in details what else can be added or combined to beautify and communicate with the audience. **(5 marks)**
- b) Explain the use of letters on an advert. **(5 marks)**

QUESTION 3

Discuss the difference between a logo and a trade mark. **(10 marks)**

QUESTION 4

State the **FIVE** principles of layout which should be considered by a designer. **(10 marks)**

QUESTION 5

Discuss the difference between asymmetrical setting and symmetrical setting and their impact in typography. **(10 marks)**