



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN

(DG III)

BGD 2204: PUBLICATION DESIGN I

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) Explain briefly the following terms:
- i) Artwork **(5 marks)**
 - ii) Page layouts process **(5 marks)**
 - iii) Printing framework **(5 marks)**
 - iv) Geometrical spacing **(5 marks)**
- b) A book is to be produced. Explain the elements of page layout to be considered in presenting the contents of each page. **(20 marks)**

SECTION B (Attempt any TWO questions)

QUESTION 2

The publication process is complex. Discuss it from idea to circulation of the published product stating whether electronic or print media with concrete examples. **(15 marks)**

QUESTION 3

Typography are the mainstay of the publication process. Discuss. **(15 marks)**

QUESTION 4

A newsletter of 38 pages with a 16 – page signature using either saddle stitch or perfect binding method. Show how it is to be achieved using the chosen method to fit size of pages. **(15 marks)**

QUESTION 5

Visual element is very important in publication design. A story is to be emphasized in a publication. Describe the role of visual element in the publication. **(15 marks)**