



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN

(DG II)

BGD 2110: TYPOGRAPHY AND PRINTING II

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) Outline the **TWO** relevant meanings of the term 'TYPE'. **(6 marks)**
- b) Using diagrams, accurately illustrate and name any **FOUR** serif shapes. **(12 marks)**
- c) State the name of the metal frame that is used to hold together pieces of metal type before they are mounted on-to the letter press machine. **(2 marks)**
- d) Explain any **FIVE** different methods used in making stencils for the screen printing process. **(10 marks)**

SECTION B (Attempt any TWO questions)

QUESTION 2

- a) Define the term proof reading in as far as printing is concerned. **(2 marks)**
- b) Outline any **SIX** duties of a typographer. **(12 marks)**
- c) Accurately illustrate and name the parts of a piece of metal type. **(6 marks)**

QUESTION 3

- a) Briefly explain each of the following typographic characteristics:
 - i) Roman italics **(4 marks)**
 - ii) Helvetica extended **(4 marks)**
 - iii) Helvetica condensed **(4 marks)**
 - iv) Helvetica Reversed outline **(4 marks)**
- b) Distinguish between a serif style and a sans serif style. **(4 marks)**

QUESTION 4

Explain each of the below mentioned characteristics of arranging lines of 'type' on a page.

- a) Justified **(4 marks)**
- b) Centred **(4 marks)**
- c) Assymetrical **(4 marks)**
- d) Left justified **(4 marks)**
- e) Right justified **(4 marks)**