



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN

(DG III)

BGD 2202: GRAPHIC REPRODUCTION I

END OF SEMESTER EXAMINATIONS

SERIES: AUGUST 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 the following Refragraphic terms.
- i) Artwork (2marks)
 - ii) Screen mesh (2marks)
 - iii) Film Assembly (2marks)
 - iv) Headlines (2marks)
 - v) Substrates (2marks)
- b) Briefly explain the following graphic reproduction process.
- i) From idea to artwork stage. (5marks)
 - ii) From artwork to camera ready (5marks)
 - iii) From camera ready to published (5marks)
 - iv) Electronic reproduction process. (5marks)

SECTION B

QUESTION 2

- a) Describe the process of letter press. (10marks)
- b) Show why its losing its original populating in modern reprography (10marks)

QUESTION 3

Compare and contrast lithographic and photographic (intaglio) methods in all aspects of reprography. (20marks)

QUESTION 4

Reprography is both print and broadcast principle of creative copies from the original to all intended audiences. Discuss. (20marks)

QUESTION 5

Special attention is to be given to typography in reproduction designs to achieve intended purposes. (20marks)