



**THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE**

**(A Constituent College of JKUAT)**

(A Centre of Excellence)

# **Faculty of Business & Social Studies**

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

**DIPLOMA IN GRAPHIC DESIGN II (DG II)**

BGD 2110: TYPOGRAPHY & PRINTING TECHNIQUES I

**END OF SEMESTER EXAMINATION**

**SERIES: DECEMBER 2012**

**TIME ALLOWED: 2 HOURS**

**INSTRUCTIONS TO CANDIDATES:**

Answer **ALL** questions

This paper consists of **TWO** printed pages

### **Question One**

- a) Outline the method used in making:
- (i) Relief inscriptions (3 marks)
  - (ii) Etched inscriptions (3 marks)
- b) Define the terms:
- (i) Serif style (2 marks)
  - (ii) Sans serif style (2 marks)
- c) State any **FIVE** duties of a typographer. (10 marks)

### **Question Two**

Describe each of the below mentioned basic ways of arranging lines of type.

- (i) Justified (4 marks)
- (ii) Centred (4 marks)
- (iii) Left justified (4 marks)
- (iv) Right justified (4 marks)
- (v) Asymmetrical/Random (4 marks)

### **Question Three**

- a) Name and illustrate any **FIVE** serif shapes. (15 marks)
- b) Illustrate the anatomy of an alphabetic character and label it's parts (5 marks)

### **Question Four**

- a) Explain any **TEN** factors that influence the cost of a finished printed job. (20 marks)

### **Question Five**

- a) Name any **TEN** printing processes. (10 marks)
- b) Outline any **FIVE** factors to consider in choosing a printing process for a particular job. (10 marks)