



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA AND GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN

(DGD II)

PUBLICATION DESIGN

END OF SEMESTER EXAMS

SERIES: APRIL/MAY 2010

TIME: 2½ HOURS

INSTRUCTIONS TO CANDIDATES

1. This paper consists of **SEVEN** questions.
2. Attempt any **FIVE** questions.
3. Cheating leads to disqualification.
4. Switch off mobile phone.

- Q.1 (a) Describe a given style of Publication. (10 marks)
- (b) Explain the importance of a “house-style” in an establishment. (10 marks)
- Q.2 (a) Define the following terminologies:
- (i) Publication
 - (ii) Edition
 - (iii) Issue
 - (iv) Book-Trade
 - (v) Book-Industry (10 marks)
- (b) Outline newspaper layout specifications. (10 marks)
- Q.3 (a) Explain the role of Newspaper Editors. (10 marks)
- (b) Outline the work of a magazine Editor. (10 marks)
- Q.4 (a) Outline the use of house-style in publishing of magazines. (10 marks)
- (b) Outline the work of a magazine Editor. (10 marks)
- Q.5 Describe any **FIVE** basic elements of the front page design of a magazine. (20 marks)
- Q.6 (a) Define multi-column grid. (2 marks)
- (b) Explain the application of the multi-column grid design to a magazine. (10 marks)
- Q.7 (a) Outline **FIVE** points to consider in magazine cover design. (10 marks)
- (b) Explain the different kinds of “Book” cover design. (10 marks)