



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA AND GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN

(DGD 1)

PUBLICATION AND PRINT

END OF SEMESTER EXAMS

SERIES: APRIL/MAY 2010

TIME: 2½ HOURS

INSTRUCTIONS TO CANDIDATES

1. This paper consists of **EIGHT** questions.
2. Answer Question **1** and any other **TWO** questions.
3. Cheating leads to disqualification.
4. Switch off mobile phone.

- Q.1 (a) Name at least 15 parts of a newspaper. (15 marks)
- (b) Briefly explain the function. (15 marks)
- Q.2 Explain what is meant by page composition. (20 marks)
- Q.3 Discuss cropping a creative process determined by the requirements dictated by the story needs. (20 marks)
- Q.4 (a) Explain the following publication terms:
- (i) Signatures
 - (ii) Half-signature
 - (iii) Quarter-signature
 - (iv) Insert. (8 marks)
- (b) Describe how to produce a 45 page dummy using a 16 page signature system. (12 marks)
- Q.5 A magazine is to be produced by your company to sell your products abroad. Advise the managing director about the process of magazine production. (20 marks)
- Q.6 Discuss the importance publication grid in publication. (20 marks)
- Q.7 Describe “news collection points” of newspaper production. (20 marks)
- Q.8 Discuss the newspaper production using offset lithographic techniques. (20 marks)