



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA AND GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN

(DGD 1)

TYPOGRAPHY 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) Describe the following typographical and print terms:
- (i) Type design
 - (ii) Calligraphy
 - (iii) Illustration. (19 marks)
- (b) Distinguish between readability and legibility with concrete examples. (12 marks)
- (c) Discuss the importance of display text in publication composition. (9 marks)
- Q.2 Explain at least **FIVE** steps used in page composition. (20 marks)
- Q.3 Describe the function of pictures in publication. (20 marks)
- Q.4 Discuss why newspaper production is a complex phenomena. (20 marks)
- Q.5 Discuss the **FIVE** different paragraph structures showing graphically how they should be arranged. (20 marks)
- Q.6 Explain the processes involved in producing camera ready artwork from panchromatic art sources. (20 marks)
- Q.7 (a) Describe the following terms:
- (i) Picas
 - (ii) Point
 - (iii) Quads
 - (iv) EMS
 - (v) ENS (10 marks)
- (b) Show the main uses of 7(a) mentioned terms above. (5 marks)
- (c) Explain their (7(a))common relationship. (5 marks)
- Q.8 (a) Explain the decisions which are made in page composition. (15 marks)
- (b) State when they are used? (5 marks)