



# **THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE**

## ***Faculty of Business & Social Studies***

DEPARTMENT OF MEDIA AND GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION (PRINT)

(DMP 5)

## **NEWSPAPER AND MAGAZINE PRODUCTION**

MODULE III FINAL EXAMS

**SERIES:** APRIL/MAY 2010

**TIME:** 2½ HOURS

### **INSTRUCTIONS TO CANDIDATES**

1. The paper consists of **SIX** questions.
2. Answer question **ONE** and any other **TWO** questions.
3. All questions carry equal marks.
4. Cheating will lead to automatic disqualification.
5. One must have A2 size plain paper.

Question **ONE** is compulsory.

- Q.1 Name the 30 parts of the newspaper provided, explaining briefly with a sentence the function for each. (30 marks)
- Q.2 Using the lower case and upper case lines describe characteristics of a type face, show how to measure the point size, the shoulder height, leading and the cap height, also indicate how it increases or interferes with legibility and readerability. (20 marks)
- Q.3 Using 16 page signatures, half signatures and lithographic printing process, discuss the process of creating a dummy SR A<sub>5</sub> based on sheetwork (artworks) planning for the final proofs and production of a magazine of 44 pages using saddle stitch binding. (Demonstrate it). (20 marks)
- Q.4 A picture is to be used for the news but it has irrelevant parts. Discuss different ways of cropping and using the picture with text for proper explanation of the story for the benefit of audiences. (20 marks)
- Q.5 With the aid of a diagram describe the stages newspaper production process upto the time it is delivered to the readers. (20 marks)
- Q.6 “A publication grid helps in page layout.” Discuss. (20 marks)