

**W1-2-60-1-6**

JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY

# **UNIVERSITY EXAMINATIONS 2017/2018**

SECOND YEAR SECOND SEMESTER EXAMINATION FOR THE DIPLOMA IN MASS COMMUNICATION

**HSC 0206: PRINT MEDIA LAYOUT AND DESIGN TECHNOLOGY**

**DATE: AUGUST 2018 TIME: 2 HOURS**

**INSTRUCTIONS: ANSWER QUESTION ONE [COMPULSORY] AND**

**ANY OTHER TWO QUESTIONS**

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**QUESTION ONE [30 MARKS]**

1. Before investing resources in designing print media product, designers take time to plan. Outline any two factors you would consider at the planning stage. [4 marks]
2. You are the design editor for the Standard newspaper and your editor-in-chief has requested you to redesign the newspaper to cope up with emerging competition posed by the People Daily and the Star.
3. Describe two aspects of the newspaper you are likely to change. [4 marks]
4. With examples differentiate between elements and principles of design. [4 marks]
5. The principle of repetition requires a designer to be consistent in use of certain aspects of design in a single product. State any four such aspects. [4 marks]

**QUESTION TWO [20 MARKS]**

With appropriate examples or illustrations differentiate the following concepts as

used in print media layout and design. [20 marks]

1. Scaling and tracking
2. Cutline and cut off line
3. Ascenders an descenders
4. Cartoons and caricatures
5. Type font and type family

**QUESTION THREE [20 MARKS]**

1. Most graphic design computer software have default (or auto) leading settings for various fonts and type sizes. However designers keep changing the defaults. Explain why, as a designer you would want to change them. [2 marks]
2. With examples, explain four ways you can use type of achieve contrast in design. [12 marks]
3. Outline six items a good page dummy must includ. [6 marks]

**QUESTION FOUR [20 MARKS]**

1. Discuss the art of writing a photo caption. [5 marks]
2. With illustrations, discuss three types of headlines used in newspaper and magazine design. [9 marks]
3. Explain the meaning of the following terms as used in print media layout and design. [6 marks]
4. Ligatures
5. Mast head
6. X-height.