MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY

P.O. Box 972-60200 – Meru-Kenya

Tel: +254(0) 799 529 958, +254(0) 799 529 959, + 254 (0) 712 524 293,

Website: info@must.ac.ke Email: info@must.ac.ke

University Examinations 2023/2024

THIRD YEAR SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BCJ 3355: DESKTOP PUBLISHING

DATE: APRIL 2024   **TIME: 2 HOURS**

1. **INSTRUCTIONS:** *Answer Questions ONE and any other TWO Questions*

QUESTION ONE (30 MARKS)

What is Desktop Publishing?   (5 Marks)
a) What makes Desktop publishing different from legacy publishing?   (5 Marks)
b) What is page layout?   (5 Marks)
c) What are the elements of page design?   (5 Marks)
d) Explain the following terms as used in typography: (10 Marks)
    i.   Header
    ii.   Masthead
    iii.   WYSIWYG
    iv.   Widow
    v.   Orphan
    vi.   Kerning
    vii.   Justification
    viii. Banner
    ix.   Leading
    x.   Gutter

QUESTION TWO (20 MARKS)

As a graphic designer and a budding entrepreneur you plan to start a Desktop Publishing unit to provide graphic design services to clients. What equipment will you require in order to establish the unit?   (20 Marks)

QUESTION THREE (20 MARKS)

a) Explain how each of the following Elements of Design aid in page layout.   (20 Marks)
i) Grids
ii) Borders
iii) White Space
iv) Rules
v) Headlines

QUESTION FOUR (20 MARKS)

i. Listed below are the 12 principles of design. Describe any ten of them.   (20 Marks)

a) Balance

b) Emphasis

c) Repetition

d) Movement

e) Proportion

f) White Space

g) Contrast

h) Hierarchy

i) Rhythm

j) Pattern

k) Variety

l) Unity

QUESTION FIVE (20 MARKS)

You have been provided with an illustration of the Adobe InDesign Tool Kit. Identify each tool and what each is used for.