

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**SECOND YEAR EXAMINATION FOR THE AWARD OF
DEGREE OF BACHELOR OF JOURNALISM AND MASS COMMUNICATION**

COMM 231: DESKTOP PUBLISHING

STREAMS:

TIME: 2 HOURS

DAY/DATE: TUESDAY 6 /07/ 2021

2.30 PM – 4.30 PM

INSTRUCTIONS:

- Answer question **One** (Compulsory) and any other **Two** questions.
- Do not write anything on the question paper

QUESTION ONE

- a) Explain five guidelines to follow when deciding on leading in a publication.[10 Marks]
- b) Describe five strategies to effectively combine photographs and text in a publication.
[10 Marks]
- c) Explain five guidelines to follow when deciding to write headlines. [10 Marks]

QUESTION TWO

Discuss five detailed strategies of using photographs to make a publication attractive.[20 Marks]

QUESTION THREE

A beautiful story will be ignored if readers find the text exceedingly difficult to read. Describe five detailed ways to save readers the nightmare of reading through uncomfortable text.

[20 Marks]

QUESTION FOUR

Discuss any five ways to use colour to improve the design of a publication. [20 Marks]

QUESTION FIVE

Discuss five detailed strategies to create white space in a publication. [20 Marks]

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