

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DIPLOMA IN JOURNALISM AND MASS COMMUNICATION**

**DJMC 0211: DESKTOP PUBLISHING**

**STREAMS:**

**TIME: 2 HOURS**

**DAY/DATE: MONDAY 20/09/2021**

**8.30 A.M – 10.30 A.M**

---

**INSTRUCTIONS**

**Answer question one (compulsory) and any other two**

**QUESTION ONE**

- (a) Describe three ways of enhancing visibility using colour and contrast in a publication. [6 marks]
- (b) Explain five tips of determining leading in a publication. [10 marks]
- (c) Outline seven ways of ensuring that text and images work together to create a unified publication. [14 marks]

**QUESTION TWO**

Poor handling of typography can make reading a story punishing. Discuss five ways of avoiding this. [20 marks]

**QUESTION THREE**

Discuss five ways of effectively using photographs to enhance the communicative power of a publication. [20 marks]

**QUESTION FOUR**

A good designer handles the use of column with care. Discuss five detailed points. [20 marks]

**QUESTION FIVE**

Discuss five ways of using emphasis to attract the reader's attention in a publication.

[20 marks]

---