

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

DJMC 0221: DESKTOP PUBLISHING

STREAMS: DJMC

TIME: 2 HOURS

DAY/DATE: MONDAY 22/03/2021

11.30 A.M. – 1.30 P.M.

INSTRUCTIONS:

- **Answer question one and any other two questions.**
- **Do not write on the question paper.**

- Define a layout. (2 marks)
 - Describe two orientations that one can give their desktop publishing document. (4 marks)
 - You are designing a flyer to advertise a new shop that sells the latest shoes. Discuss any three types of balance that you could use to make the flyer attractive. (15 marks)
 - What protections would the flyer have under Kenya's intellectual property Bill (2020)? (9 marks)
- Define the following terms:
 - Gutter (3 marks)
 - Print area (3 marks)
 - Bleed (4 marks)
 - With the aid of examples, explain the grid system of page design. (10 marks)
- Explain the importance of the following elements of visual design:
 - Colour (5 marks)
 - Texture (5 marks)
 - Typography (5 marks)

- (d) Space (5 marks)
4. Differentiate between word processing software and desktop publishing software. (20 marks)
5. You are a desktop publishing designer. Discuss how you would make use of any FOUR of the following principles in your work. Unity, Gestalt, Contrast, Scale, Hierarchy. (20 marks)
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