

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DIPLOMA  
IN JOURNALISM AND COMMUNICATION

DJMC 0221: DESKTOP PUBLISHING

STREAMS: DJMC

TIME: 2 HOURS

DAY/DATE: TUESDAY 05/12/2017

11.30 A.M. – 1.30 P.M.

**INSTRUCTIONS:**

- ANSWER THREE QUESTIONS IN ALL
- QUESTION ONE IS COMPULSORY
- CHOOSE ANY TWO QUESTIONS FROM SECTION B

**SECTION A (COMPULSORY) – 30 MARKS**

1. (a) Define the following terms
  - (i) Design [2 marks]
  - (ii) Layout [2 marks]
  - (iii) Script typeface [2 marks]
- (b) (i) Explain 3 types of software used in desktop publishing. [6 marks]
- (ii) Explain how you would use a sidebar effectively in your publication. [6 marks]
- (c) Explain all strategies of integrating text in a publication. [12 marks]

**SECTION B**

2. A publication is as good as its designer. Discuss [20 marks]
3. (a) Explain five principles of layout and design [10 marks]
- (b) Misused white space can be disastrous. Explain [10 marks]
4. Readability of a publication is determined by careful use of typefaces. Discuss [20 marks]
5. Today, readers are used to attractive content on the internet. Discuss how you would ensure that the design of your publication would capture readers' attention. [20 marks]