

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DIPLOMA IN JOURNALISM AND  
COMMUNICATION

DJMC 0201: DESKTOP PUBLISHING

STREAMS: DJMC

TIME: 2 HOURS

DAY/DATE: MONDAY 13/08/2018

2.30 P.M - 4.30 P.M.

INSTRUCTIONS:

- Answer **THREE** Questions in **ALL**
- Question **ONE** is **COMPULSORY**
- Choose any other **TWO** Questions.

**SECTION A: (COMPULSORY) - 30 MARKS]**

1. (a) With examples, define the following terms,
  - (i) Desktop publishing [4 Marks]
  - (ii) Design [3 Marks]
  - (iii) Layout [3 Marks]
- (b) Identify and explain 5 types of software used in desktop publishing. [10 Marks]
- (c) State and explain any five features of a desktop publisher. [10 Marks]

**SECTION B:**

2. With focus on 5 principles of design and layout, state and explain them giving practical examples of each. [20 Marks]
3. Typography is a key concept in Desktop publishing.
  - (i) Define the term typography. [2 Marks]
  - (ii) Identify the key considerations of typography. [18 Marks]
4. Integration of text graphics in a publication has a particular procedure to create the intended of desired results. Discuss. [20 Marks]

**DJMC 0201**

5. You are an editor of a magazine in a publishing house. Explain the strategies you would employ to ensure readability and dominance in the market. [20 Marks]
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