

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DIPLOMA IN JOURNALISM AND MASS COMMUNICATION

DJMC 0221: DESKTOP PUBLISHING

STREAMS:

TIME: 2 HOURS

DAY/DATE: THURSDAY 10/12/2020

2.30 P.M -4.30 P.M.

INSTRUCTIONS :

- Answer Question ONE (1) and any other two questions.
- Do NOT write on the question paper.

1. a) Define desktop publishing. (4 Marks)
b) Explain any four design principles and why they matter. (16 Marks)
c) Discuss any **two** of these composition basics: proximity, white space, contrast. (10 Marks)
 2. Outline the history of desktop publishing. (20 Marks)
 3. As a graphic designer, discuss the issues you would keep in mind when dealing with trademarks. (20 Marks)
 4. a) Elaborate on the importance of kerning, leading and alignment. Use examples to illustrate your points. (10 Marks)
b) With the aid of examples, discuss any three elements of visual design. (10 Marks)
 5. Discuss any five ways you would strengthen your designs. (20 Marks)
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