

**W1-2-60-1-6**

**JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY**

**UNIVERSITY EXAMINATIONS 2015/2016**

**EXAMINATION FOR THE DIPLOMA IN MASS COMMUNICATION**

**HSC 0217: INTRODUCTION TO PRINT LAYOUT AND DESIGN TECHNIQUES**

**DATE:DECEMBER 2015 TIME: 1.5 HOURS**

**INSRUCTIONS:** Answer question one (compulsory) and any other two questions.

QUESTION ONE

a. A newscopy is a news story/script meant for print. What must a copy writer put in place to ensure a successful copy? (6 marks)

b. State and explain briefly the three approaches to writing a news story/copy.

(6 marks)

c. Define the following concepts according to the knowledge ?? in class

i. Topography (2 marks)

ii. Hard line news (2 marks)

iii. Desk top management. (2 marks)

iv. Cutlines. (2 marks)

v. Condensation (2 marks)

d. A news copy is designed to inform the public about something new. This is not always the case with audiences. Justify this statement. (8 marks)

QUESTION TWO

a. As a print designer, you have been called upon to make adjustments to designs that have been used (in-house) for the last decade. Give a step by step approach to undertaking this task. (10 marks)

b. Outline five symbols used in editing of text and state what they stand for.

(5 marks)

QUESTION THREE

a. Describe the roles played by a design editor in any print producing organization.

(10 marks)

b. Outline any five page layout design decisions and explain them briefly. (5 marks)

QUESTION FOUR

a. What are the four major layout types upon which designers must anchor their practice.

(4 marks)

b. There are decisions that go into the use of photographs and illustrations in designing outline them. (4 marks)

c. State and explain briefly the 7 design techniques each print layout designer must make use of in each task. (7 marks)

QUESTION FIVE

a. State any four typical page layout decisions. (4 marks)

b. Design an organizational structure for an upcoming vernacular print newspaper.

(4marks)

c. Distinguish between

i. Grids and Templates. (2 marks)

ii. Dynamic and static layouts. (2 marks)

iii. Captions and Head lines. (2 marks)

iv. Front end and back end. (1 mark)