



# **THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE**

***Faculty of Business & Social Studies***

DEPARTMENT OF MEDIA STUDIES

DIPLOMA IN MASS PRODUCTION

(DMP 5)

## **TYPOGRAPHY**

END OF SEMESTER EXAMS

SERIES: APRIL, 2010

TIME: 2½ HOURS

### **INSTRUCTIONS TO CANDIDATES**

1. The paper consists of **EIGHT** questions.
2. Answer any **FIVE** questions only.
3. All questions carry equal marks.
5. Cheating leads to disqualification.
6. Switch off mobile phone.

- Q.1 Explain how the following factors affect legibility of type:
- (a) Decoration
  - (b) Size
  - (c) Colour
  - (d) Type face. (20 marks)
- Q.2 Describe any **FOUR** methods that can be adapted in 'Setting type'. (20 marks)
- Q.3 (a) Explain the following with the help of a diagram:
- (i) Ascender
  - (ii) Descender (10 marks)
- (b) Describe the following features of a type
- (i) Depth (ii) Height
  - (iii) Width (iv) Face (10 marks)
- Q.4 Explain how the following affect aesthetics of types:
- (a) Balance
  - (b) Rhythm
  - (c) Proportion
  - (d) Colour
  - (e) Harmony. (20 marks)
- Q.5 Explain the importance of typography knowledge in print journalism. (20 marks)
- Q.6 Give any **FIVE** names of typefaces in each of the following categories.
- (a) Serifs
  - (b) Sans Serif. (20 marks)
- Q.7 Explain the following terms:
- (a) Value
  - (b) Hue
  - (c) Tint
  - (d) Shade
  - (e) Pigments (20 marks)

Q.8 (a) Define colour wheel. (2 marks)

(c) Describe the following terms:

- (i) Primary colours
- (ii) Secondary colours
- (iii) Complementary colours
- (iv) Neutral colours
- (v) Warm colours
- (vi) Cool colours

(18 marks)