

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

## JOMO KENYATTA UNIVERSITY

**OF AGRICULTURE AND TECHNOLOGY**

# University Examinations 2016/2017

**YEAR ONE SEMESTER ONE EXAMINATIONS FOR THE DIPLOMA IN INFORMATION TECHNOLOGY**

**DIT 0104: DESKTOP PUBLISHING**

**DATE: APRIL 2017 TIME: 1.5 HOURS**

**SECTION A; COMPULSORY QUESTION (30 MARKS)**

**QUESTION ONE**

a) Describe how you would use bullets when publishing a document

(3 marks)

b) What is a clip art (2 marks)

c) Describe condensed type. When should they be used (3 marks)

d) What does the term grayscale mean (2 marks)

e) What is a master page (2 marks)

f) Name four process colours (4 marks)

g) Write down three examples of desktop publishing programs (3 marks)

h) Describe five desktop publishing features (5 marks)

i) List down six things a publisher should consider before selecting a desktop publishing software (6 marks)

**SECTION B ANSWER TWO QUESTIONS (15 MARKS)**

**QUESTION TWO**

a) Describe four layout mistakes a rookie publisher can make when publishing a document (4 marks)

b) Why should a publisher use small caps instead of uppercase letters

(2 marks)

c) What is hyphenation (2 marks)

d) Differentiate between an ‘en’ dash and an ‘em’ dash (4 marks)

e) Describe the term font (2 marks)

**QUESTION THREE**

a) What is the difference between serif and Sans-serif fonts (2 marks)

b) How would a publisher determine whether an image is a bitmap or a vector image (3 marks)

c) Which desktop publishing programs would you use to edit a bitmap image and/or edit/create a vector image (2 marks)

d) What is an aspect ratio (2 marks)

e) Define the following terms (5 marks)

i) Margin

ii) Alignment

iii) Justification

f) Why is it essential to maintain the aspect ratio of an image (1 mark)

**QUESTION FOUR**

a) Describe three ways of inserting text content into a blank document in Microsoft Office publisher 2007 (9 marks)

b) What is ‘white space’ (2 marks)

c) Differentiate between a widow and an orphan (2 marks)

d) What does the term typography mean (2 mark)

**QUESTION FIVE**

a) List and explain the use of at least five tools in Adobe PageMaker 7.0

(10 marks)

b) What are the drawbacks of using Ms Office publisher instead of photoshop when publishing a quality document (5 marks)