

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

## JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY

**UNIVERSITY EXAMINATIONS 2018/2019**

**YEAR 2 SEMESTER 1 EXAMINATION FOR THE DIPLOMA IN MASS COMMUNICATION**

**HSC 0201: INTRODUCTION TO GRAPHIC DESIGN AND DESKTOP PUBLISHING**

**DATE: APRIL 2019 TIME: 1.5 HOURS**

**INSTRUCTIONS: ANSWER ALL QUESTION IN SECTION A AND ANY OTHER TWO QUESTIONS IN SECTION B**

**SECTION A: ANSWER ALL QUESTIONS**

a) Differentiate between Desktop Publishing and Word Processing, giving examples of the software’s used in each application (5 marks)

b) Explain any five Applications of graphic design in our day to day lives (5 marks)

c) You have been contracted to design a poster for your department on an upcoming event in the university. Explain the various considerations you will choose before putting it up on the university website and the notice boards. (10 marks)

d) Explain simplicity as a good guideline for design (2 marks)

e) Describe in details the various techniques for simplicity (6 marks)

f) Explain ways in which space as an element of design can be used in a layout (2 marks)

**SECTION B: ANSWER ANY TWO QUESTIONS**

QUESTION TWO

a) You have been contracted to design an informational brochure for the department of media communication. Explain the various considerations and steps you will consider before submitting the final draft. (5 marks)

b) Design a brochure for the College of Human Resource. Type and imagery (logos) will be provided (10 marks)

QUESTION THREE

a) “The main function of a poster is to capture a moving audience with a message” using the statement, give any 5 considerations you need to observe in designing a poster. (5 marks)

b) Replicate the poster provided putting to consideration all the elements and principles of graphic design (10 marks)

QUESTION FOUR

The purpose of a newsletter is to express an identify on paper. When designing for a client it is important to remember that a stationery system makes an indelible impression letter as on their clients. design a newsletter for College of Human Resource. (text will be provided) (15 marks)