

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

## JOMO KENYATTA UNIVERSITY

**OF**

**AGRICULTURE AND TECHNOLOGY**

# University Examinations 2018/2019

**SECOND YEAR SECOND SEMESTER EXAMINATION FOR THE DIPLOMA IN MASS COMMUNICATION**

**HSC 0206 : INTRODUCTION TO PRINT MEDIA LAYOUT AND DESIGN TECHNIQUES**

**DATE: APRIL 2019 TIME: 1½ HOURS**

**INSTRUCTIONS: ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER**

**TWO QUESTIONS.**

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**QUESTION ONE (30 MARKS)**

(a) Define these concepts as studied in this course:

(i) Typography. [2 marks]

(ii) Outline. [2 marks]

(iii) Newscopy. [2 marks]

(iv) Headlines. [2 marks]

(v) Desk management. [2 marks]

(b) Describe the process of publishing an output based on the understanding that teams must be executors. [10 marks]

(c) Every print media outlet must ensure that they work towards a unique presentation and character. Justify this statement. [10 marks]

**QUESTION TWO (15 MARKS)**

News gathering and evaluation cannot be achieved without a criteria. Discuss this assertion with examples from local print media context. [15 marks]

**QUESTION THREE (15 MARKS)**

Preparing layouts demands that a practitioner undertakes the balancing of pages. Discuss this process giving examples of how this must be achieved. [15 marks]

**QUESTION FOUR (15 MARKS)**

(a) Print media publications must be produced with sensitivity to society and law. Explain the legal pitfalls an editor must be keen to watch out for. [10 marks]

(b) There are departments within a publication that run the operations ensuring that dailies are produced in time and reach the target audiences in time. Outline any five such department. [5 marks]

**QUESTION FIVE (15 MARKS)**

(a) A good photograph/image elicits emotions, tells the story and ensures that it complements the story. What are the elements of such an image? [10 marks]

(b) Give any five roles assigned in a print media production house. [5 marks]