

LAIKIPIA



UNIVERSITY

UNIVERSITY EXAMINATIONS

1ST SEMESTER 2023/2024 ACADEMIC YEAR

SECOND YEAR EXAMINATION FOR BACHELOR OF COMMUNICATION AND MEDIA STUDIES

COMM 211: DESKTOP PUBLISHING

STREAM: R

TIME: 2 HRS

DAY: WEDNESDAY (11.30-1.30PM) DATE: 13/12/23

THIS QUESTION PAPER CONSISTS OF THREE (3 PAGES)

PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.



INSTRUCTIONS

- (i) Answer Question **One** and any other **Two** questions
- (ii) Do not write on the question paper

QUESTION ONE (30 MARKS)

- a) Differentiate between the following terms as used in desktop publishing (12mks)
 - i) System software and application software
 - ii) Graphics design and desktop publishing
 - iii) Cropping and resizing
- c) Explain any **five** features of desktop publisher (10mks)
- d) What is the relevance of desktop publishing course to you as a media practitioner? (8mks)

QUESTION TWO (20 MARKS)

- a) Explain any **five** practical uses of desktop publishing (10mks)
- b) Describe the uses of the following features used in desktop publishing (10mks)
 - i) Ruler
 - ii) Title bar
 - iii) Text box
 - iv) Scroll bar
 - v) Whitespace

QUESTION THREE (20 MARKS)

- a) Describe **five** differences between desktop publisher and word processor (10mks)
- b) Give **five** challenges of desktop publishing profession (10mks)



QUESTION FOUR (20 MARKS)

a) Describe practical steps you would take to enhance the visibility of your desktop publishing project (10mks)

b) Analyse the relevance and use of various hardware you would need in desktop publishing (10mks)

QUESTION FIVE (20 MARKS)

a) Discuss any **six** elements you would consider during the pre-planning and layout stages of a desktop publishing project (12mks)

b) Graphically explain **four** main ways of aligning a document (8mks)

