



**THE KENYA POLYTECHNIC**  
**GRAPHIC ARTS DEPARTMENT**  
**DIPLOMA IN PRINTING TECHNOLOGY**  
**END OF YEAR I EXAMINATIONS**  
**NOVEMBER 2006**  
**PRINT ORIENTATION**  
**3 HOURS**

**INSTRUCTIONS TO CANDIDATES:**

Answer any FIVE questions, choosing AT LEAST TWO from each section.

All questions carry equal marks and the maximum marks for each part of a question are as shown.

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**SECTION A:**

1. (a) Define the term layout. (2 marks)
- (b) State how AIDA technique is used in creation of a document for print. (2 marks)
- (c) Outline any TWO types of layouts. (4 marks)
- (d) Explain any THREE principles of good display. (12 marks)
2. (a) Explain the term casting off. (3 marks)
- (b) Outline any FOUR pages in a text book. (8 marks)
- (c) (i) A book contains 88 pages and measures 25ems wide by 42ems deep. Calculate the total number of ems in the copy. (3 marks)
- (ii) An author's copy containing 12, 000 words is to be set using 12pts on a measurement of 23ems wide by 41 lines depth appearing. There are nine chapters in the book. Calculate the total number of pages. (6 marks)

3. (a) Calculate the number of lines of 8 pts contained in a page 24ems wide by 36ems deep. (6 marks)
- (b) With the aid of a diagram, explain the following:
- (i) Exclusive (ii) Appearing  
(iii) Inclusive (14 marks)
4. (a) Explain the meaning of the following as used in publishing:
- (i) Copyright (ii) Index  
(iii) Glossary (iv) Appendix
- (b) State why hyphenation is necessary. (2 marks)
- (c) Outline any THREE justification methods. (6 marks)
- (d) Hyphenate the following words:
- (i) PARTICULAR (ii) DISCONNECT  
(iii) CROWNING (iv) TRANSCRIBE

## **SECTION B: GRAPHIC REPRODUCTION**

5. (a) Define 'flare' (2 marks)
- (b) State the limitations of a process camera. (2 marks)
- (c) Outline the method of determining the focal length of a lens. (6 marks)
- (d) Explain how flare may arise in the exposure system of a process camera. (10 marks)
6. (a) Explain the following types of originals:
- (i) Line (ii) Continuous tone  
(iii) Colour (12marks)
- (b) Distinguish between lith film and continuous tone film. (8 marks)
7. (a) Define the term 'graphic reproduction.' (2 marks)
- (b) By use of a flowchart, indicate in a sequence the tasks in each section of a fully equipped press house. (18 marks)
8. Explain how a lith film is processed after exposure. (20 marks)