



THE KENYA POLYTECHNIC
GRAPHIC ARTS DEPARTMENT
DIPLOMA IN ART & DESIGN (GRAPHIC DESIGN OPTION)
END OF YEAR I EXAMINATIONS
NOVEMBER 2006
TYPOGRAPHY
3 HOURS

INSTRUCTIONS TO CANDIDATES:

Answer any FIVE questions.

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

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1. (a) Explain Typography. (5 marks)
(b) Outline the development of the alphabet to the present day writing. (15 marks)
2. (a) Define the following terms as used in Typography:
 - (i) Type faces (2 marks)
 - (ii) Character (2 marks)
 - (iii) Serif (2 marks)
 - (iv) Points (2 marks)(b) Outline SIX factors that affect readability of type. (12 marks)
3. (a) Define layout. (2 marks)
(b) Outline TWO types of layout. (10 marks)
(c) Outline EIGHT tools used in manual type creation. (8 marks)
4. (a) Explain the importance of spacing in lettering. (12 marks)
(b) Describe serif typefaces. (8 marks)
5. Explain the importance of colour in typography. (20 marks)

6. (a) State any SEVEN roles of type in packaging design. (14 marks)
- (b) Using illustrations, explain the ease of reading lowercase type as opposed to caps. (6 marks)
7. (a) Explain the use of the following typestyles:
- (i) Roman (2 marks)
 - (ii) Gothic (2 marks)
 - (iii) Italic (2 marks)
 - (iv) Decorative (2 marks)
 - (v) Script (2 marks)
 - (vi) Block (2 marks)
- (b) Explain the importance of typography in Graphic Design. (8 marks)