



# **THE KENYA POLYTECHNIC UNIVERSITY COLLEGE**

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**GRAPHIC ARTS DEPARTMENT  
DIPLOMA IN ART & DESIGN (GRAPHIC DESIGN OPTION)  
END OF YEAR I EXAMINATIONS  
NOVEMBER 2007  
PUBLICATION DESIGN  
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.

This paper consists of 2 printed pages

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1. (a) Explain the format of a magazine. (6 marks)  
(b) State THREE factors considered when deciding on a format. (3 marks)  
(c) Outline THREE advantages of bleeds in magazines. (6 marks)  
(d) Explain FIVE styles of publication. (5 marks)
2. (a) (i) Identify FIVE roles of a magazine editor. (5 marks)  
(ii) When designing a magazine, several factors are considered concerning type. Explain. (5 marks)  
(b) State FIVE advantages of a house style to a publishing house. (10 marks)
3. (a) Explain the importance of a cover on a book. (10 marks)  
(b) Differentiate between a magazine and a newspaper. (10 marks)
4. (a) Outline the advantages of the layout process in publication design. (12 marks)  
(b) Explain the role of colour in book design. (8 marks)
5. (a) Explain factors to be considered when designing a newspaper. (12 marks)  
(b) Outline FIVE roles of a publishing house. (8 marks)
6. (a) Explain the 'position scheme'. (2 marks)  
(b) Outline SIX methods of separating newspaper advertisements. (12 marks)  
(c) Outline THREE roles of a newspaper to the society. (6 marks)
7. Explain the magazine publishing process. (20 marks)