



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

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1. (a) Discuss house style in book design. (10 marks)  
(b) Explain the essence of magazine layout. (10 marks)
2. (a) Describe a magazine format. (4 marks)  
(b) State THREE factors to be considered when designing a magazine format. (6 marks)  
(c) Explain the importance of magazine cover design. (10 marks)
3. (a) State FOUR uses of multi-column grid to a magazine layout. (8 marks)  
(b) Outline the production stages of a magazine. (12 marks)
4. Explain the technical preparation of a magazine. (20 marks)
5. Explain the following magazine classifications:
  - (a) Consumer publications (5 marks)
  - (b) Farm magazine/publication (5 marks)
  - (c) Business publications. (10 marks)

6. (a) Define the following terms in book publication:
- (i) Volume
  - (ii) Encyclopedia
  - (iii) Dictionary
  - (iv) Book trade
  - (v) Book industry
- (10 marks)
- (b) State FIVE disadvantages of magazines. (10 marks)
7. (a) State the purpose or importance of a house style in book design. (2 marks)
- (b) Explain the role of book publishing. (10 marks)
- (c) Outline FOUR definitions of a grid. (8 marks)