



*(University of Choice)*

**MASINDE MULIRO UNIVERSITY OF  
SCIENCE AND TECHNOLOGY  
(MMUST)**

**MAIN CAMPUS**

**UNIVERSITY EXAMINATIONS  
2021/2022 ACADEMIC YEAR 2 SEMESTER 1  
SPECIAL/SUPPLEMENTARY EXAMINATIONS**

**FOR THE DIPLOMA**

**IN**

**PUBLIC RELATON AND ADVERTISING**

**COURSE CODE: DPA 204**

**COURSE TITLE: DESKTOP PUBLISHING**

**DATE: 11:00 AM TIME: 1.00 PM**

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**INSTRUCTIONS TO CANDIDATES**

Answer **Question ONE** and **ANY OTHER TWO**.

**TIME: 2 HOURS**

MMUST observes **ZERO** tolerance to examination cheating

This Paper Consists of 3 Printed Pages. Please Turn Over.

### QUESTION ONE (30 Marks)

- a) Explain the meaning of the following terms.
- I) Desktop publishing [2 Marks]
  - II) White space [2 Marks]
  - III) Template [2 Marks]
  - IV) Cropping [2 Marks]
- b) Desktop publishing methods provide more control over design, layout, and typography than word processing. List and explain FIVE publications you can design using desktop publishing software. [10 Marks]
- c) State FIVE importance of using a desktop publishing software to produce a publication compared to word processing. [5 Marks]
- d) Giving examples explain the TWO categories of publishing software. [4 Marks]
- e) With a desktop publisher, the user can design a page layout by setting consistent picture and object locations, divide a page into a number of columns, and also create layers.
- i) Define layering. [1 Mark]
  - ii) State two advantages of layering. [2 Marks]

### QUESTION TWO (20 Marks)

- a) State SIX main features of desktop publishing software. [6 Marks]
- b) In desktop publishing after a designer is through with the designing a publication it is ought to be published. State any FIVE publishing media you are aware of. [5 Marks]
- c) When designing a publication, what are some of the important considerations? [6 Marks]
- d) State THREE desktop publication software you are familiar of. [3 Marks]

### QUESTION THREE (20 Marks)

- a) Editing of text and graphics is done to improve the appearance of the publication. Differentiate between the following terms as used in desktop publisher
- i) Grouping Text And Ungrouping [2 Marks]
  - ii) Insert mode and overwrite mode [2 Marks]
  - iii) Insert Text And Delete Text [2 Marks]
  - iv) Rotate Text Box And Resize Text Box [2 Marks]
  - v) Copy and Paste [2 Marks]
- b) Explain THREE ways on how you can acquire images to be used in a publication. [6 Marks]
- c) DTP programs give the *typesetter* the person designing publications a lot of control on page layout design and graphic design. Explain. [4 Marks]

#### QUESTION FOUR (20 Marks)

- a) Give clear steps for designing a newsletter in MS Publisher from scratch. [6 Marks]
- b) Using the knowledge of MS publisher briefly state how you can insert the following features in a publication.
  - i) Ruler guides [2 Marks]
  - ii) Font color [2 Marks]
  - iii) Page numbers [2 Marks]
  - iv) Page border [2 Marks]
  - v) Draw a textbox [2 Marks]
- c) List FOUR areas where Desktop publishing can be applied. [4 Marks]

#### QUESTION FIVE (20 Marks)

- a) How do you design a brochure using desktop publishing software? Provide clear steps. [5 Marks]
- b) Explain the importance of the following design principles.
  - i) Balance [2 Marks]
  - ii) Focus [2 Marks]
  - iii) White space [2 Marks]
  - iv) Unity [2 Marks]
- c) Explain why grouping of objects is very important in a publication [3 Marks]
- d) Templates are used in creating quality publications using steps describe the following ways of creating publications
  - a. Design template [2 Mark]
  - b. Blank publication [2 Mark]