



(University of Choice)

**MASINDE MULIRO UNIVERSITY OF  
SCIENCE AND TECHNOLOGY  
(MMUST)  
MAIN CAMPUS  
UNIVERSITY EXAMINATIONS  
2022/2023 ACADEMIC YEAR  
YEAR THREE FIRST SEMESTER EXAMINATIONS  
FOR THE DEGREE IN:  
JOURNALISM AND MASS COMMUNICATION**

**COURSE CODE: JMC 303**

**COURSE TITLE: DESKTOP PUBLISHING**

**DATE: 7/12/2022      TIME: 8:00 am – 10:00 am      DURATION: 2 HRS**

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**INSTRUCTIONS Answer ALL questions in section A and any TWO in section B;**

*MMUST observe Zero tolerance to examination cheating*

### **QUESTION ONE**

- a) When creating a document in a desktop publisher, a number of settings apply. Explain the following settings (10 marks)
- i. Resolution ii. Background iii. Color mode iv. Orientation v. Size
- b) Explain five factors to consider in order for the application of typography in the design of a publication to be effective (10 marks)
- c) Define the term Master Page and explain how it is used in the design of multi-page document using a page layout-based DTP program (5 marks)
- d) Discuss five challenges of desktop publishing profession (10 marks)

### **QUESTION TWO**

- a) The desktop publishing process today involves a number of software. Two major categories of Some software are graphic design based while others are page layout based software. Briefly describe any six examples of each category (12 marks)
- b) Discuss four benefits that a learning institution could accrue by setting up a DTP department (8 marks)

### **QUESTION THREE**

You have been contracted by MMUST University's communications department to design for them a graduation booklet. Discuss the various phases of DTP process (20 marks)

### **QUESTION FOUR**

Discuss e-publishing and the role that desktop publishing has played in establishment of this new form of publishing (20 marks)

### **QUESTION FIVE**

Explain five advantages and five disadvantages of print publishing in the modern society (20 marks)