



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND  
TECHNOLOGY**

**SCHOOL OF INFORMATICS AND INNOVATIVE SYSTEMS**

**UNIVERSITY EXAMINATIONS: 2013/2014**

**COURSE CODE: SCS 112**

**COURSE TITLE: DESKTOP PUBLISHING**

**KLC**

**DATE: DECEMBER 2013**

**TIME: 2 HOURS**

**INSTRUCTIONS:**

**This paper contains five (5) questions. Question ONE is  
Compulsory and any other TWO questions**

### Question One 30MARKS

- a) Briefly describe the following in relation to desktop publishing; [4 Marks]  
**Page layout**  
**Web page**
- b) What is the Difference between Graphic Design and Desktop Publishing? [6 Marks]  
**Graphic design**  
**Desktop publishing**
- c) Discuss some major differences in designing for the web/and computers and designing for print. [10 marks]
- d) List five documents you can create using Desktop Publishing Software. [5 marks]
- e) Enumerate some simple steps that may be taken in creating a publication. [5 marks]

### Question Two 20MARKS

Discuss the different image file formats used in Desktop publishing. (Mention at least 3 raster formats and 2 vectors formats) [20 Marks]

### Question Three 20MARKS

Discuss the following terms to note the differences as they are used in Desktop Publishing and graphic design [20 Marks]

Bold and Italics

Calligraphy and wordArt

Tracing and Outlining

Header and Footer

Logo and Business card

Tracking and Kerning

### Question Four 20MARKS

- (a) List factors that affect quality imaging. (4marks)
- (b) Discuss basic styles and special formats used in desktop publishing. (6 marks)
- (c) Discuss the layout design principles used designing desktop design projects (10marks)

### Question Five 20MARKS

- a) Discuss the factors to consider when choosing a printer for graphics and hence outline the names used for the printer in each category [8 Marks]
- b) Identify and explain the common typeface styles used to add emphasis to text during desktop publishing (4marks)
- c) Explain the term effective white space and how it's used in MS publisher. (4 marks)
- d) Explain the basic software and hardware required for desktop publishing (4marks)