



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY-
BUSIA LEARNING CENTRE
COURSE SCS-112: DESKTOP PUBLISHING
END SEMESTER EXAMS-DECEMBER 2013**

DATE: DECEMBER 2013

TIME: 2 HOURS

INSTRUCTIONS:

- 1. This paper contains five (5) questions.**
- 2. Question ONE is Compulsory and any other TWO questions**
- 3. Answer the questions on the booklet provided**
- 4. Mobile phones are not allowed in the exams room**

QUESTION ONE 30 MARKS

- (a) Define desktop publishing (2 marks)
- (b).Describe various types of publications which can be produced by desktop publishing software (12 marks)
- (c) Discuss basic styles and special formats used in desktop publishing (5 marks)
- (d) Explain the term effective white space and how it's used in MS publisher. (5 marks)
- (e) Explain the basic software and hardware required for desktop publishing (6marks)

QUESTION TWO 20 MARKS

- (a) Compare and contrast between desktop publishing and word processing (6marks)

(b) The basic design of a publication must consider the means of which the reader will obtain or see the publication. Explain in details some of the possibilities of publication delivery to the reader. (10 marks)

C) Gerber Food Company began marketing their baby foods in Africa using essentially the same labels they use in the United States (with the picture of the "Gerber baby"). Sales were far lower than expected. It was later discovered that in Africa, what you see on the label of a food product is what's inside.

Required: Identify the principal that was violated and recommend the solution to the problem (4marks)

QUESTION THREE 20 MARKS

(a) Write short notes on the following artwork terminologies in desktop publishing (10marks)

- Clip art,
- halftone screen,
- cropping
- vector and raster graphics
- Resolution.

(b) Identify the software available for creating and editing graphics (2marks)

(c) Briefly explain the meaning of information system ethics (4marks)

(d) Explain the consequences of illegal and unethical uses of information technologies (4marks)

QUESTION FOUR 20 MARKS

(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 20 MARKS

a) There are several elements that can be included in a publication that may attract the reader's attention. Discuss these elements in details under the following headings :(10 marks)

- White Space

- Sidebars
- Pull Quotes
- Boxes
- Rules

(b).Identify the following categories of typefaces as indicated in the table below (6marks)

Category	Description	Example
?	Typefaces where most of the letters have little "tails" and "feet" on the letters. They tend to draw the reader's eyes across the line of text. These typefaces are best used for long blocks of text (articles) and are also often used for headlines.	
?	Typefaces without the "tails" and "feet." These typefaces look more "block-like" and have a bolder and cleaner look.	
?	Script and other fancy lettering. These typefaces often give a special feeling but are rarely very readable and therefore should be used sparingly and with only a few words.	
?	Non-alphanumeric fonts that provide a variety of special symbols.	

Q5(c) Identify and explain the common typeface styles used to add emphasis to text during desktop publishing (4marks)