



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

2020/2021 ACADEMIC YEAR

THIRD YEAR FIRST SEMESTER

MAIN EXAMINATION

**FOR THE DEGREE OF BACHELOR OF JOURNALISM AND
MASS COMMUNICATION**

COURSE CODE: JMC 314.

COURSE TITLE: DESKTOP PUBLISHING

DATE: 13TH JULY, 2021

TIME: 2.00 - 4.00PM

INSTRUCTION TO CANDIDATES

This is a Desktop Publishing project.

KIBU observes **ZERO** tolerance to examination cheating.

QUESTION ONE - COMPULSORY (30 MARKS)

The Department of English, Literature, Journalism and Mass Communication is interested in launching a magazine. As a student of desktop publishing design a front cover for the soon to be launched magazine.

QUESTION TWO (20 MARKS)

Wepukhulu a third year student of journalism and mass communication seeks to contest for the presidency of the student union body. Using your knowledge of desktop publishing design a campaign poster for Wepukhulu.

QUESTION THREE (20 MARKS)

Design a calendar for the year 2022, highlighting public holidays.

QUESTION FOUR (20 MARKS)

Using your knowledge of desktop publishing and design, create the following.

- a) Business card (10Marks)
- b) Brochure (20 Marks)