CHUKA   **UNIVERSITY**

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR
OF SCIENCE IN INFORMATION SCIENCE**

BSIS 321: DESKTOP PUBLISHING

STREAMS: BSIS   **TIME: 2 HOURS**

DAY/DATE: WEDNESDAY 19/04/2023   **2.30 P.M. – 4.30 P.M.**

INSTRUCTIONS:
- **Attempt question ONE and any other TWO questions**
- **Do not write anything on the question paper**

QUESTION ONE (30 MARKS)

(a)   Define the following terms as used in Desktop Publishing studies.   [5 marks]

        (i)   Graphic design

        (ii)   Printing

        (iii)   Margins

        (iv)   Layout

        (v)   Sketching

(b)   Discuss the steps that a design using Ms. Publisher to design a calendar follows from the beginning of the process to the end.   [10 marks]

(c)   Discuss E-publishing and the role that desktop publishing has played in establishment of this new form of publishing   [10 marks]

(d)   Explain five advantages of print publishing in the modern society.   [5 marks]

QUESTION TWO (20 MARKS)

(a)   You have been contracted by Chuka University communications department to design for them a graduation booklet. Discuss the various phases of DTP process.   [10 marks]

(b)   Discuss the principles of art and design   [10 marks]

QUESTION THREE (20 MARKS)

(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. Describe any six examples of each category.   [12 marks]

(b)   Define the term master Page and explain how it is used in the design of multipage document using a page layout based DTP program.   [8 marks]

QUESTION FOUR (20 MARKS]

(a)   Microsoft publisher is a template-based desktop publishing programs that lets a designer edit and modifies various design publication. Explain five disadvantages of using MS publisher.   [10 marks]

(b)   Examine FIVE factors to be considered in order for the application of typography in the design of a publication to be effective.   [10 marks]

QUESTION FIVE (20 MARKS]

(a)   As an information/knowledge management expert, discuss with appropriate examples the use and application of desktop publishing in libraries.   [10 marks]

(b)   Illustrate the critical features f graphic editing software that are key tin desktop publishing industry.   [10 marks]