

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE

BACHELOR OF HONOURS DEGREE IN PUBLISHING

PART II FIRST SEMESTER JANUARY 2011 EXAMINATIONS

**IPU 2103 ELECTRONIC MEDIA AND BOOK DEVELOPMENT: DESKTOP
PUBLISHING**

TIME: 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. ANSWER QUESTION 1 AND ANY OTHER THREE (3) QUESTIONS
 2. EACH QUESTION CARRIES 25 MARKS.
 3. IMPORTANCE IS ATTACHED TO ACCURACY, CLARITY OF EXPRESSION AND LEGIBLE
-

1. Attachment MExam 1 is a cover design (without technical detail) of a secondary school Mathematics textbook. Critique the appropriateness and arrangement of elements and the application of basic design principles.
2. Discuss the process and processes of uploading and down loading Internet-based content.
3. Identify and justify Desktop Publishing software that you would recommend for use by an inexperienced designer of invitation cards.
4. Describe the difference between:
Laser printers and dot matrix printers **(15 marks)**
Typewriter and word processor capabilities **(10 marks)**
5. Five students decide to start their Desktop Publishing project to supplement their income. Describe their project and justify every decision that relates to product and software.
6. Desktop Publishing is the use of the computer and specialized software to create documents for Desktop Publishing/ commercial printing. Assess the extent to which this definition limits the scope of modern Desktop Publishing.

END OF PAPER