MCT 512: DESKTOP PUBLISHING

TIME ALLOWED: 2½HOURS

ANSWER ANY 4 QUESTIONS

1. State and discuss five methods in which digital data can be stored and transported to the prepress provider? — *20 marks*

2. What is Desktop publishing? Compare traditional publishing with desktop publishing. — *20 marks*

3. Write detailed note on the following:
   CMYK
   Fonts
   Bleed
   Gutter
   Crop marks — *20 marks (4 marks each)*

4. Differentiate between word processing and typesetting? What are their capabilities? — *20 marks*

5. How does colour add value to a graphic design? Describe how the four basic colours are separated in CorelDraw or Adobe Photoshop. — *20 marks*

6. List four design principles and explain how each improves visual communication? — *20 marks*