



KENYATTA UNIVERSITY

EXAMINATION FOR DIPLOMA IN COMMUNICATION AND MEDIA STUDIES

CCM 039: BASIC TECHNIQUES OF PRINT MEDIA LAYOUT AND DESIGN

2ND SEMESTER 2024/2025

TIME: 2 HOURS

INSTRUCTIONS:

Answer Question ONE and ANY OTHER TWO Questions

1. (a) Giving examples, define the term 'Document Design' as used in print publishing.
(2 marks)
- (b) You have been identified to design a magazine for the recently concluded Career Week 2025 at Kenyatta University. Discuss four principles you will observe in your layout.
(16 marks)
2. As a layout professional explain any five considerations in designing a cover for a publication print.
(10 marks)
3. Giving examples, describe any five techniques you would employ in your magazine layout in (1b) above.
(10 marks)
4. Describe any 5 elements of a good design strategy.
(10 marks)
5. Explain five considerations you would observe in using justification and identifying in your print layout & design.
(10 marks)