



UNIVERSITI SAINS ISLAM MALAYSIA  
جامعة العلوم الإسلامية الماليزية  
ISLAMIC SCIENCE UNIVERSITY OF MALAYSIA



FINAL EXAMINATION  
SEMESTER I, ACADEMIC SESSION 2007/2008

DATE : OCT-NOV 2007

DURATION : 2 HOURS

ACA 1033

PENGANTAR PENERBITAN  
(INTRODUCTION TO PUBLISHING)

INSTRUCTIONS TO CANDIDATES:

1. This paper contains **THREE (3)** sections: **Section A**, **Section B** and **Section C**.
2. Answer **ALL** questions in the Answer Booklet provided.
3. All answers must be legible and clearly written.
4. All answers must be written in English.
5. Candidates are not allowed to take question papers out of the examination hall.
6. Please complete your particular in the **Borang H** provided.

DO NOT OPEN THIS QUESTION BOOKLET UNTIL YOU ARE TOLD TO DO SO

This question booklet has **THREE (3)** printed pages excluding this cover page

**ANSWER ALL QUESTIONS.****Section A (10 marks)**

1. The purpose of editing is to manage files.
  - a. off-line editing
  - b. on-line editing
  - c. linear editing
  - d. non-linear editing
  
2. 'Deck-to-deck' editing is also known as ...
  - a. off-line editing
  - b. on-line editing
  - c. linear editing
  - d. non-linear editing
  
3. According to the principle of 'line of axis', a camera movement should not exceed...
  - a. 180 degree
  - b. 135 degree
  - c. 90 degree
  - d. 45 degree
  
4. This type of microphone records sound from all direction.
  - a. unidirectional
  - b. omnidirectional
  - c. supercardiod
  - d. bidirectional
  
5. The pick-up pattern for this microphone is heart-shaped.
  - a. unidirectional
  - b. omnidirectional
  - c. supercardiod
  - d. bidirectional
  
6. \_\_\_\_\_ is produced by an object and it is thrown onto another surface.
  - a. sharp shadow
  - b. cast shadow
  - c. light shadow
  - d. attached shadow
  
7. Below are some of the ways a camera can move EXCEPT...
  - a. panning
  - b. crabbing
  - c. lifting
  - d. tilting
  
8. \_\_\_\_\_ fills in the shadow if it is too dense.
  - a. back light
  - b. key light
  - c. diffuse light
  - d. fill light

9. The lighting that reveals the basic shape of an object.
  - a. background light
  - b. key light
  - c. fill light
  - d. back light
  
10. An image-sensing element that translates the optical image into a video signal.
  - a. charged-coupled device
  - b. lens
  - c. viewfinder
  - d. beam splitter

**Section B. Fill in the blanks with the correct term. (10 marks)**

1. A line telling the reader what page this story continues. (       )
2. The name of the newspaper. (       )
3. A line used to separate elements on a page. (       )
4. A line showing the page number, date, paper's name, etc. (       )
5. Type set in a different width than the standard column measure. (       )
6. A label used for packaging special items. (       )
7. Information about a photo or illustration. (       )
8. A small photograph (usually just the face) of someone in a story. (       )
9. The white space running vertically between elements on a page. (       )
10. A smaller headline added below the main headline. (       )

**Section C. Please support your answers with illustration. (30 marks)**

1. Draw the framing of the stated shots: (5 marks)
  - a. ECU
  - b. BCU
  - c. MS
  - d. ELS
  - e. OLS

2. Draw and label the four (4) basic elements of newspaper. (5 marks)
3. As a newspaper designer of sports pages and sections, explain the approaches that you use to attract readers? State example. (10 marks)
4. You are a director of a TV programme and plan to do an outdoor shooting during daytime. Explain how you should :
  - a. set up your lighting equipment (4 marks)
  - b. position your camera (4 marks)
  - c. what are the guidelines for performing an outdoor shooting in daytime. (2 marks)