

LAIKIPIA



UNIVERSITY

UNIVERSITY EXAMINATIONS

1ST SEMESTER 2023/2024 ACADEMIC YEAR

**FOURTH YEAR EXAMINATION FOR BACHELOR
OF COMMUNICATION AND MEDIA STUDIES**

COMM 412: DIGITAL GRAPHICS AND COMMUNICATION

STREAM: R

TIME: 2 HRS

DAY: THURSDAY (2.30-16.30PM) DATE: 7/12/23

THIS QUESTION PAPER CONSISTS OF THREE (3 PAGES)

PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.



INSTRUCTIONS: Answer question **ONE** and any other **TWO** questions

QUESTION ONE (30 MARKS)

- a) You have been recruited as Digital graphics designer for an information technology firm in the hotel industry. The firm intends to design and implement an online reservation web application system. Your job is to design and implement the front-end webpage so that customers can reserve and book rooms online seamlessly.
- i) Sketch out your design layout and indicate the different parts of your page. **(6Marks)**
 - ii) Identify design problems you should avoid. **(2Marks)**
 - iii) Recommend new graphic technologies that you can use to enhance your website. **(2Marks)**
- b) Discuss 2 lossy and 2 lossless format of graphics **(10 Marks)**
- c) Identify how Pixilation and Resizing of files can distort a graphical image and explain methods of eradicating this distortion. **(10 Marks)**

QUESTION TWO (20 MARKS)

- a) Digital Graphics is the process of creating the appearance of a publication, presentation, or web site in an attractive, logical manner. When done successfully, it attracts attention, adds value to a message. In order discuss the TEN steps in graphic design process **(10 Marks)**
- b) A layout is the arrangement of type and graphics on a printed publication, it should conform to some guidelines , enumarate any FIVE guidelines that one should consider. **(10 Marks)**

QUESTION THREE (20 MARKS)

- a) An application software is a type of software that enables a Digital graphic designer to produce a good quality presentation, using examples explain THREE examples of the software that one can use for this purpose. **(12 Marks)**
- b) The critique process is essential in Digital graphics education, but we forget how much of a skill it actually is. Digital Graphics students must be prepared to take advantage of the experience. List and explain any FOUR relevant points to consider for a health critique. **(8 Marks)**

QUESTION FOUR (20 MARKS)

In a typical design, information posted must be noticed before communication takes place. It has to stand out from the crowd by being different from what is around it. Identify FOUR guidelines for capturing reader's attention on a Web page **(20 Marks)**

QUESTION FIVE (20 MARKS)

Illustrate from specific examples how light is used in Video and Audio Communication **(20 Marks)**

