

LAIKIPIA



UNIVERSITY

UNIVERSITY EXAMINATIONS

2ND SEMESTER 2023/2024 ACADEMIC YEAR

SECOND YEAR EXAMINATION FOR BACHELOR OF COMMUNICATION AND MEDIA STUDIES

COMM 225: GRAPHICS FOR VISUAL COMMUNICATION

STREAM: R

TIME: 2 HRS

DAY: FRIDAY (8.30-10.30AM)

DATE: 12/4/24

THIS QUESTION PAPER CONSISTS OF TWO (2 PAGES)

PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.



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

QUESTION ONE (30 MARKS)

- a) Define "Line of Symmetry" and sketch any FOUR regular basic shapes indicating one line of symmetry for each. **(10 Marks)**
- b) State and define any Three Graphic Design Principles giving one example of each in Graphic design application. **(12 Marks)**
- c) Describe any Four design elements. **(8 Marks)**

QUESTION TWO (10 MARKS)

Outline any FIVE visual aids and list ONE disadvantage of each **(10 Marks)**

QUESTION THREE (10 MARKS)

Creativity is important in improving the aesthetics of graphics for visual communication.

- a) Define the word Creativity. **(2 Marks)**
- b) Describe the four main stages of creativity process. **(8 Marks)**

QUESTION FOUR (20 MARKS)

- a) Explain briefly the five components of corporate identity programme design. **(7.5 Marks)**
- b) List any 5 articles of corporate identity programme. **(2.5 Marks)**

QUESTION FIVE (20 MARKS)

Describe the effect of digital techniques on the design creative process. **(10 Marks)**

