

LAIKIPIA



UNIVERSITY

UNIVERSITY EXAMINATIONS

1ST SEMESTER 2021/2022 ACADEMIC YEAR

FOURTH YEAR EXAMINATIONS FOR BACHELOR OF ARTS IN ENGLISH LANGUAGE AND COMMUNICATION STUDIES

ELCS 415: GRAPHIC DESIGN AND PRODUCTION

STREAM: R

TIME: 2 HRS

DAY: THURSDAY (8.30-10.30AM) 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) Define the following terms.

- (i) Graphics (2marks)
- (ii) Material Culture (2marks)
- (iii) Hemispheres of the brain (2marks)
- (iv) San Serifs and Serifs (2marks)
- (v) Type Variations (2marks)
- (vi) Legibility and Readability (2marks)
- (vii) Illustration (2 marks)

b) Construct the lettering of the word

“Kingdom” and indicate the following structural parts of the typographical word.

- (i) Ascender and Ascender stroke
- (ii) X-height
- (iii) Descender and Descender stroke

Note: Use the ruled line-spaces of the answer booklet as guidelines. (6 marks)

c) List any (4) principals of page layout. (4marks)

(ii) By the help of a sketch, indicate how the line of symmetry and optical centre line are related in one single image to make it look aesthetic in appearance. (4marks)

d) Convert the following point-system of typographic measurements of elements.

- (i) 100 picas in points.
 - (ii) 100 points in picas and points.
 - (iii) 100 inches in picas.
 - (iv) 126 points in inches, picas and points.
- (4 marks)



QUESTION TWO (20 MARKS)

- a) State the general principles of Page Layout (10 marks)
- b) Analyze elements of design and list any **TWO** functions of each. (10 marks)

QUESTION THREE (20 MARKS)

- a) Discuss the Design Process. (10 Marks)
- b) Describe the effect of digital techniques on the design creative process. (10 Marks)

QUESTION FOUR (20 MARKS)

- a) Describe and Suggest any two examples of applications for the following running text layouts.
 - i. Centered layout (6 Marks)
 - ii. Justified on both ends (6 Marks)
- b) List and Describe any (4) principals of page layout (8 Marks)

QUESTION FIVE (20 MARKS)

Mention the 5 major printing processes used in print media for production of business promotions, packaging, publication, newspapers, materials. Explain the image carrier for each mentioned process. (20 Marks)

