

LAIKIPIA



COMM 412

UNIVERSITY

UNIVERSITY EXAMINATIONS

1ST SEMESTER 2025/2026 ACADEMIC YEAR

FOUTH YEAR EXAMINATIONS FOR BACHELOR OF ARTS COMMUNICATION AND MEDIA

COMM 412: DIGITAL GRAPHICS AND COMMUNICATION

STREAM: R

TIME:2 HRS

DAY: FRIDAY (14.30-16.30)

DATE: 30/01/2026

THIS QUESTION PAPER CONSISTS OF THREE (2 PAGES)

PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.

INSTRUCTIONS**ANSWER QUESTION ONE AND ANY OTHER TWO****QUESTION ONE**

- a) Name and briefly discuss the THREE best practices in the production of Digital Images. (12 Marks)
- b) Discuss the Socio – Economical impact of Digital Imaging, Siting TWO advantages and TWO disadvantages. (10 Marks)
- c) Briefly discuss Modernism in Digital Graphics. (8 Marks)

QUESTION TWO

- a) List and Explain the FOUR fundamentals of Digital Graphic Design. (10 Marks)
- b) Explain FOUR reasons behind the analogue image to digital image switch in photography and graphic design profession. (10 Marks)

QUESTION THREE

- a) Identify and Describe any FIVE steps for developing Digital Images. (10 Marks)
- b) Discuss Digital imaging in contemporary culture. (10 Marks)

QUESTION FOUR

- a) Name and Describe the TWO types of Digital Images. (10 Marks)
- b) List and explain the FIVE types of Digital Image Formats. (10 Marks)

QUESTION FIVE

- a) Discuss any TWO elements and any TWO principles of Design. (10 Marks)
- b) Does the digital camera rival the human eye? Discuss (10 Marks)