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CHUKA



UNIVERSITY

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**UNIVERSITY EXAMINATIONS**

**FOURTH YEAR EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF ARTS IN COMMUNICATION AND MEDIA.**

**COMM 431: DIGITAL GRAPHICS & COMMUNICATION**

**STREAMS: BA (COMM & MEDIA)**

**TIME: 2 HOURS**

**DAY/DATE: WEDNESDAY 5/12/2018**

**11.30A.M - 1.30 P.M.**

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**INSTRUCTIONS:**

- Answer **THREE** Questions
- Question **ONE** is **COMPULSORY**
- Write legibly
- Exam cheating is a serious offense

**SECTION A: [30 MARKS]**

1. (a) Explain the role played by digital graphics in a television news bulletin. [10 Marks]  
  
(b) Compare and contrast the operating principle of the modern-day camera with the human eye. [20 Marks]

**SECTION B: [40 MARKS]**

2. Justify the recent shift from casts and crews to the creation of animated images in the production of music videos and award winning movies. [20 Marks]
  3. Out-of-aspect-ratio graphics need special consideration to make them fit the standard television or the high definition television screen. [20 Marks]
  4. Discuss any four recommendations that a video operator can employ to improve readability of television or the high definition television screen. Justify. [20 Marks]
  5. Colour compatibility means that the colour images translate into distinct brightness values when seen on a monochrome receiver. Discuss. [20 Marks]
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