

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF ARTS IN  
JOURNALISM AND MASS COMMUNICATION**

**COMM 264: GRAPHICS FOR VISUAL COMMUNICATION**

**STREAMS: Y2S2**

**TIME: 2 HOURS**

**DAY/DATE: THURSDAY 08/07/2021**

**8.30 A.M – 10.30 A.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) Design a dummy for the front page of an imaginary newspaper. The flag should run the entire width of the page, include two types of photos of any shape and at least 15 newspaper or magazine design elements of your choice. [15 marks]
- (b) The importance of infographics to tell a story and an index on a front page of a newspaper or a magazine cannot be overemphasized. Clarify. [15 marks]

**SECTION B : 40 MARKS**

2. Readers are looking for shortcuts that give them the information they want without them having to read through long passages of text. Suggest and analyze five (5) visual paths that lead leaders into print media stories. [20 marks]

3. Good typographic design makes the difference between attractive, readable type and type that looks like a ransom note from a kidnapper. Discuss. [20 marks]
  4. News stories exist to inform readers; ads may exist for other reasons. In the publishing world evaluate why ads take precedence during layout over news. [20 marks]
  5. In a recent seminar on the future trends for “ newspaper design dotcom” young journalists argued that newspapers have been rendered obsolete by new technology while old guards maintained that nothing can take the place of a good paper delivered to homes and apartments every morning. As a journalist and a consumer, what would be your take? [20 marks]
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