

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

COMM 431: DIGITAL GRAPHICS & COMMUNICATION

STREAMS:

TIME: 2 HOURS

DAY/DATE : WEDNESDAY 22 /09/ 2021

11.30 AM – 1.30 PM

INSTRUCTIONS TO CANDIDATES:

- Answer THREE Questions.
- Question One is compulsory
- Write legibly
- Exam cheating is a serious offense

SECTION A: 30 MARKS

1. a) Describe five types of digital graphics for marketing. [10 Marks]
b) The University of Washington defines graphics like images that improve a web page's visual look to attract and sustain the interest and attention of the viewer. Analyze four other uses of graphics in commerce. [10 Marks]

SECTION B: 40 MARKS

2. There is no single answer to the question “ What is light?” that satisfies the many contexts in which light is experienced, explored and exploited. Discuss. [20 Marks]
3. For most people, animation is just for entertainment as they do not understand different needs of animation in today's world. However, if you look at the use of animation in a slew of areas, the possibilities are limitless. Justify. [20 Marks]

4. The aspect ratio of an image is the proportional relationship of the width to the height. However, an image's aspect ratio will change depending on the medium in which it is presented. The aspect ratio of an image displayed on a computer will be different from the aspect ratio of that same image displayed on a phone or HDTV. Demonstrate why. [20 Marks]

 5. Colour aesthetics is all about style, contemporary look, personal touch and consistency. Examine this statement. [20 Marks]
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