

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

COMM 431: DIGITAL GRAPHICS AND COMMUNICATION

STREAMS:

TIME: 2 HOURS

DAY/DATE: TUESDAY 30/03/2021

2.30 P.M – 4.30 P.M

INSTRUCTIONS:

Answer three questions

Question one is compulsory

Write legibly

Exam cheating is a serious offense

SECTION A (30 MARKS)

1. (a) The term ‘ graphics’ used in this course refers to any type of visual representation displayed on digital systems and screens. Distinguish the following three main categories of graphics. [15 marks]
 - (i) Static images [5 marks]
 - (ii) Two dimensional characters and images. [5 marks]
 - (iii) Dynamic three – dimension animations [5 marks]

- (b) Evaluate the role played by digital graphics in television story telling. [15 marks]

SECTION B (40 MARKS)

2. Justify the use of fully computer animated projects in music videos and film production. [20 marks]

3. Justify why out of aspect ratio graphic need special consideration to make them fit the standard television or the high definition television screen. [20 marks]
 4. Suggest and discuss four recommendations to graphics person on display and arrangements of letter and other related elements on a TV screen. [20 marks]
 5. Demonstrate how colour compatibility implies that colored images translate into distinct brightness values when seen on a monochrome receiver. [20 marks]
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