

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS**

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

**COMM 431: DIGITAL GRAPHICS & COMMUNICATION**

**STREAMS: BA (COMM & MEDIA) Y4S1**

**TIME: 2 HOURS**

**DAY/DATE: MONDAY 02/12/2019**

**11.30 A.M. – 1.30 P.A.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.
  - (i) Images
  - (ii) Computer generated graphics
  - (iii) Computer generated images [15 marks]
- (b) Explain the role played by digital graphics in advertising and political communication. [15 marks]

**SECTION B (40 MARKS)**

2. Justify the use of fully computer-animated projects such as the Pixar films and the use of computer-generated imagery in live action films such as the cyborgs in the Terminator. [20 marks]

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3. Analyze how out-of-aspect-ratio graphics need special consideration to make them fit the standard television or the high definition television screen. [20 marks]
  4. Recommend four strategies to a video operator on how to avoid overload when showing unrelated information simultaneously on a single screen. [20 marks]
  5. Contemporary television graphics are imitating the colours and the layout of computer web pages. Discuss [20 marks]
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