

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS**

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

**COMM 264: GRAPHICS FOR VISUAL COMMUNICATIONS**

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

**TIME: 2 HOURS**

**DAY/DATE: WEDNESDAY 11/4/2018**

**11.30 A.M. – 1.30 P.M.**

**INSTRUCTIONS:**

**SECTION A: 30 MARKS – COMPULSORY**

1. (a) As a professional designer and editor, explain how you would change your publication design to make it more visually appealing and competitive. [10marks]
- (b) Colour is quickly and easily processed by the brain, and a person's response is both learned and inherited. Discuss the importance of colour in newspaper design. [10 marks]
- (c) Discuss the advantages of a dominant photo on front page of a newspaper or magazine. [10 marks]

**SECTION B – 40 MARKS**

2. Discuss the importance of designing a newspaper page to somehow arrest and hold people's attention long enough to engage them in the significant stories contained in the paper. [20 marks]
3. Design a varsity post magazine with the following visual treatments. Mugshot, index refer, folio, initial cap, jumpline, headline, info graphics, flag, teaser, dominant photo, internal margin, caption, white space, byline. [20marks]
4. (a) Today's publication designers must design pages for the modern reader. Discuss. [10 marks]
- (b) Outline a brief history of newspaper design. [10 marks]