

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: WEDNESDAY 18/12/2024

11.30 A.M – 1.30 P.M

#### INSTRUCTIONS:

- 1) Answer three questions
- 2) Question one is compulsory
- 3) Write legibly
- 4) Exam cheating is a serious offense

#### SECTION A: 30 MARKS

- 1.(a) Identify the five properties of light and show what they determine. (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 medicine and surgery. (15 marks).

#### SECTION B: 40 MARKS

2. More and more companies are finding that animations work better to sell their products and services unlike the old Tv advertising. Account for this explosion. (20 marks)
3. TV graphics are images on screen that have been generated by a computer, rather than a camera. Discuss the role played by TV graphics in story telling. (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. Aesthetic colors are artistic, visually appealing colors that bring beauty to a room. Whether you want an arty breakfast corner or imaginative playroom, aesthetic colors will stimulate creativity in any living space. Examine this statement. (20 marks)

---