

PAN AFRICA CHRISTIAN UNIVERSITY

BACHELOR OF ARTS IN COMMUNICATION

END OF SEMESTER EXAMINATION

DEPARTMENT: COMMUNICATION, LANGUAGES & LINGUISTICS

COURSE CODE: COM203

COURSE TITLE: INTRODUCTION TO WEB & GRAPHIC DESIGN

EXAM DATE: MONDAY 8TH APRIL, 2019

TIME: 2:00PM-5:00PM

INSTRUCTIONS

- This exam script has **TWO (2)** sections.
- Read all questions carefully before attempting.
- Answer All questions in Section **A** and any other Four questions in Section **B**.
- Write only your **student number** on the answer booklet provided.
- None programmable calculator permitted
- Calculators on phones, tablets and computers are NOT permitted in Theory Papers

SECTION A

(Answer ALL questions in this section)

Question 1:

a) Define the following terms : **[4 Marks]**

- i. Graphic design
- ii. Typography
- iii. Kerning
- iv. Knolling

b) Highlight three examples of motion graphic design. **[3 Marks]**

c) Outline five attributes of an effective page layout. **[5 Marks]**

d) The elements of graphic design combine with the principles to create effective page compositions. Using relevant examples, explain five principles of graphic design.

[10 Marks]

e) GIMP has a diverse assortment of tools that let you perform a large variety of tasks.

Describe three types of transform tools. **[6 Marks]**

f) Given the following selection tool in GIMP.



i. Identify the name of the tool. **[1 Mark]**

ii. Describe the function(s) of the above tool. **[3 Marks]**

iii. State two different ways one can use to activate the tool. **[2 Marks]**

g) Explain three elements of a good website. **[6 Marks]**

SECTION B

(Answer any FOUR (4) questions in this section)

Question 2:

- a) List four features and capabilities of GIMP. **[4 Marks]**
- b) The modern designers use different graphics software programs. State three of these software. **[3 Marks]**
- c) When you open GIMP for the first time, it opens in multi-window mode by default. Explain the function(s) of the following windows: **[8 Marks]**
- i. Main Toolbox
 - ii. Tool options
 - iii. Image window
 - iv. Brushes/Patterns/Gradients

Question 3:

- a) Highlight two benefits of graphic design. **[2 Marks]**
- b) The graphic design process has five phases. Outline all of them in the order in which they should occur. **[5 Marks]**
- c) Explain the function(s) of the following tools: **[8 Marks]**
- i. Heal tool
 - ii. Eraser tool
 - iii. Crop tool
 - iv. Clone tool

Question 4:

- a) Explain five Golden Rules of designing a great website. **[5 Marks]**
- b) With the aid of diagrams, describe five elements of Graphic design. **[10 Marks]**

Question 5:

- a) Distinguish between the following terms: **[6 Marks]**
- i. Leading and tracking

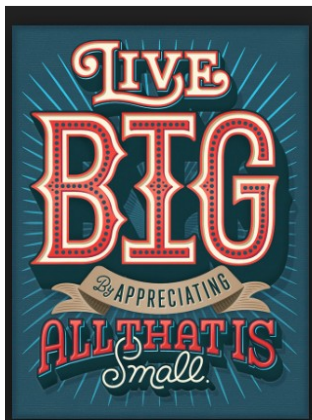
- ii. Baseline and Stem
- iii. Ascenders and Descenders

b) Write the correct procedures of conducting the following in GIMP:

- i. Creating a new layer **[3 Marks]**
- ii. Scale an image **[3 Marks]**
- iii. Adjust brightness and contrast **[3 Marks]**

Question 6:

- a) List three brushes available in GIMP. **[3 Marks]**
- b) Study the page layout below.



- i. Identify the type of page layout used. **[1 Mark]**
- ii. Describe the function(s) of the above page layout. **[2 Marks]**
- iii. State the importance of using the above page layout in graphic design.

[1 mark]

c) Explain how graphic design has impacted on the following, giving an appropriate example from the Kenyan context:- **[8 Marks]**

- i. Marketing
- ii. Publication
- iii. Packaging
- iv. Art And Illustration

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EXAMINATIONS PAPER**



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