

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: TUESDAY 3RD DECEMBER, 2019

TIME: 1400HRS-1600HRS

INSTRUCTIONS

- This exam script has **TWO (2)** sections.
- Read all questions carefully before attempting.
- Answer All questions in Section **A** and any other Three 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) Web design

iv) Tracking

b) Highlight four examples of marketing graphic design. **[4 Marks]**

c) With the aid of diagrams, explain four elements of Graphic design. **[8 Marks]**

d) GIMP has a diverse assortment of tools that let you perform a large variety of tasks. Describe two types of selection tools. **[4 Marks]**

e) Given the following 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 the shortcut keyboard keys that can be used to activate the tool.

[1 Mark]

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

SECTION B

(Answer any THREE (3) questions in this section)

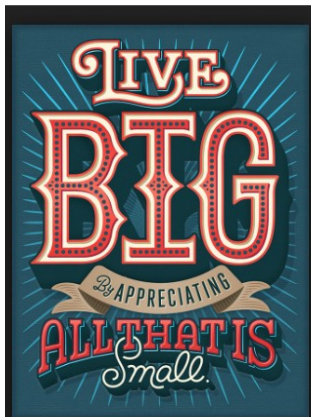
Question 2:

a) Distinguish between the following terms:

[6 Marks]

- i) Leading and Kerning
- ii) Ascenders and Descenders
- iii) X- height and Cap height

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]**

Question 3:

- a) The modern designers use different graphics software programs. State two of these software. **[2 Marks]**
- b) Highlight two benefits of web design. **[2 Marks]**
- c) Write the correct procedures of conducting the following in GIMP:

i) Creating a new layer

[3 Marks]

ii) Rotating the image to 40°.

[3 Marks]

Question 4:

a) Explain four features of GIMP.

[4 Marks]

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

[6 Marks]

Question 5:

a) State two examples of Publication graphic design.

[2 Marks]

b) Explain how graphic design has impacted on the following, giving an appropriate example from the Kenyan context:-

[8 Marks]

i. Publication

ii. Motion

iii. Environmental

iv. Packaging

Question 6:

a) List three brushes available in GIMP.

[3 Marks]

b) The development of a website has seven phases. Outline all of them in the order in which they should occur.

[7 Marks]

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