

PAN AFRICA CHRISTIAN UNIVERSITY

BACHELOR OF ARTS IN COMMUNICATION

SPECIAL EXAMINATION

DEPARTMENT: COMMUNICATION, LANGUAGES & LINGUISTICS

COURSE CODE: COM203

COURSE TITLE: INTRODUCTION TO WEB & GRAPHIC DESIGN

EXAM DATE: XXXX,XXXX AUGUST, 2020

TIME: XXXXXXXX

INSTRUCTIONS

- Read all questions carefully before attempting.
- Answer any Four questions.
- Write only your **student number** on the answer booklet provided.

SECTION A

(Answer any four questions)

Question 1:

a) Explain how graphic design has impacted on the following, giving an appropriate example from the Kenyan context:- **[10 Marks]**

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

Question 2:

a) Study *Figure 1* below and use it to answer the question that follow.



Figure 1

Required:

Explain five elements of graphic design applied in the figure.

[10 Marks]

Question 3:

a) "Layout enhances the usual appearance of design." Discuss. **[5 Marks]**

b) You need to design a poster for a marathon. You have been specifically requested to show a person running on the poster. Justify two ways in which you would illustrate movement in this case. **[5 Marks]**

Question 4:

a) Correctly identify and explain each of the typographic components labeled A-E on the illustration below. **[10 Marks]**

A **B** **C** **D** **E**

The Big Sleep

Rewriting the works of Raymond Chandler.

Critics and writers from W. H. Auden to Evelyn Waugh to Ian Fleming greatly admired Chandler's prose. In a radio discussion with Chandler, Fleming said that Chandler offered "some of the finest dialogue written in any prose today". Although his swift-moving, hardboiled style was inspired mostly by Dashiell Hammett, his sharp and lyrical similes are original with examples such as the following: "The muzzle of the Luger looked like the mouth of the Second Street tunnel"; "He had a heart as big as one of Mae West's hips"; "Dead men are heavier than broken hearts"; "I went back to the seasteps and moved down them

"The muzzle of the Luger looked like the mouth of the Second Street tunnel"

as cautiously as a cat on a wet floor." Chandler's writing redefined the private eye fiction genre, led to the coining of the adjective "Chandleresque," and inevitably became the subject of parody and pastiche. Yet the detective Philip Marlowe is not a stereotypical tough

guy, but a complex, sometimes sentimental man with few friends, who attended university, who speaks some Spanish and sometimes admires Mexicans, and who is a student of chess and classical music. He is a man who refuses a prospective client's fee for a job he considers unethical. Although his swift-moving, hardboiled style was inspired mostly by Dashiell Hammett, his sharp and lyrical similes are original

Question 5:

a) Given the following selection tool in GIMP.



- i. Identify the name of the tool.
- ii. Describe the function(s) of the above tool.

[1 Mark]

[3 Marks]

b) Study the page layout below.

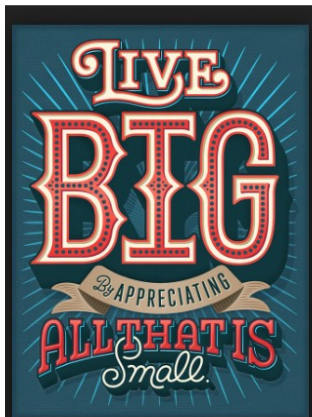


Figure 2

- i. Identify the type of page layout used.
- ii. Describe the function(s) of the above page layout.
- iii. State the importance of using the above page layout in graphic design.

[1 Mark]

[3 Marks]

[2 Marks]

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