



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN GRAPHIC DESIGN

HGD 2105 : VISUAL COMMUNICATION

SERIES:SEPT. 2017

TIME:2HOURS

DATE:Pick Date Sep2017

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

Question One

a) Define the following terms:

- i. Hue (2 mks)
 - ii. Creativeness (2 mks)
 - iii. Originality (2 mks)
 - iv. Visual Communication (2 mks)
 - v. Idea sketch (2 mks)
- b)

- i. Distinguish between a visual and text displays (5 mks)
- ii. A brief is considered inadequate by a designer. What does the designer do? (5 mks)
- iii. Explain the differences between warm and cool colours in painting. (5 mks)
- iv. Visuals helps quick understanding. Explain this briefly (5 mks)

Section B: Answer Two Questions

Question Two

Briefly describe the main characteristics of primary colours, stating why they are preferred to be so and their effects when mixed with other set of colours. (20 mks)

Question Three

Languages act as barriers while visuals allow different language speakers to communicate. How does this happen? (20 mks)

Question Four

Differentiate between a caricature and cartoon with examples as to how each can be used effectively to illustrate specific messages. (20 mks)

Question Five

State five visual communication forms showing they make overall communication effective. (20 mks)