



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Department of Communication Studies

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN GRAPHIC DESIGN

HMC 2104: VISUAL COMMUNICATION P2

END OF SEMESTER EXAMINATION

SERIES: APRIL 2025

TIME: 2 HOURS

DATE: Pick Date Apr 2025

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

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

Do not write on the question paper.

Question ONE

Define the following terms

I. Iconics	2marks
II. Branding	2marks
III. Visual communication	2marks
IV. Corporate communication	2marks
V. Graphic communication	2marks

QUESTION ONE (B)

- I. Distinguish between branded and generic products.**5marks**
- II. Differentiate between symbols and display text.**5marks**
- III. Differentiate between Realistic and stylistic pictorials.**5marks**
- IV. Differentiate between Silhovetic and descriptive pictorials.**5marks**

QUESTION TWO

Infographics and stylized are simplified graphics that are simplified to pass simplified messages that would appear complicated in realistic presentations. Describe each of them showing where it is relevant.**20marks**

QUESTION THREE

A table of figures and graphs are forms of ways of reducing statistical figures to simpler understanding and interpretation. Discuss how design simplify such messages and create logical interpretations.**20marks**

QUESTION FOUR

Using a diagram explain the process of graphic design in creating visually in communication messages in a culture that understand both the graphic designer and the target audience.**20marks**

QUESTION FIVE

Modern books, magazines, webcasts, broadcasts, newspapers, editorials and adverts are full of visuals especially those for early childhood educational [ECH]. Discuss this modern development in reference fast moving modern generation in search for resources to manage all aspects of life.**20marks**