



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN GRAPHIC DESIGN

HGD 2104: VISUAL COMMUNICATION

END OF SEMESTER EXAMINATION

SERIES: AUGUST 2024

TIME: 2 HOURS

DATE: PICK DATE AUGUST 2024

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:

- a)
 - i. Symbols. (2mks)
 - ii. Textual visuals. (2mks)
 - iii. Realistic visuals. (2mks)
 - iv. Cropped visuals. (2mks)
 - v. Rough visual. (2mks)

b)

- i.** Distinguish between thumb nail and comprehensive visuals. (5mks)
- ii.** Differentiate between coding and encoding in communication. (5mks)
- iii.** Outline **FIVE** group of visuals stating their focus on the sense of communication visuals. (5mks)
- iv.** Stylized and symbolized are said to be very effective in communication. State why? (5mks)

QUESTION TWO

Discuss the **FIVE** senses of communication and what they contribute towards a learning situation in terms personal encoding ability and this can be used for advertising. (20mks)

QUESTION THREE

Describe **FIVE** factors in which effective communication can be enhanced. (20mks)

QUESTION FOUR

In reference to communication system, discuss **FIVE** such systems and how they influence understanding of the advertised message. (20mks)

QUESTION FIVE

Compare and contrast corporate identity and a product all utilized in the same organization. (20mks)