



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN

(DG I)

BGD 2104: INTRODUCTION TO VISUAL COMMUNICATION & PUBLICATION DESIGN

SUPPLEMENTARY/SPECIAL EXAMINATIONS

SERIES: FEBRUARY 2013

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **TWO** Sections **A** & **B**.
- Section **A** is **Compulsory**.
- Answer any other **TWO** questions in Section **B**.

This paper consists of Three printed pages.

SECTION A (Compulsory)

QUESTION 1

- a) Define the term texture as used in art. (2 marks)
- b) Explain the two types of texture. (4 marks)
- c) Explain how you can use lines to express texture. (5 marks)
- d) Explain any **FOUR** types of lines in art. (8 marks)
- e) Define the term visual communication as used by artist. (2 marks)
- f) Discuss the categories of visual communication. (8 marks)

SECTION B (Attempt any TWO questions)

QUESTION 2

- a) List **FIVE** complimentary colours. (5 marks)
- b) Discuss the use of complimentary colours. (5 marks)

QUESTION 3

- a) List **FIVE** principle of art. (5 marks)
- b) Outline the term gesture drawing. (2 marks)
- c) Explain difference between gesture and contour drawing. (10 marks)

QUESTION 4

- a) Explain how artist use:
 - i) One point perspective (2 marks)
 - ii) Two point perspective (2 marks)
 - iii) Three point perspective (2 marks)
 - iv) Vanishing point (2 marks)
- b) Explain the difference between tone and value as used in art. (4 marks)
- c) Explain the term medium as used in art. (2 marks)
- d) Discuss the **TWO** categories of medium. (8 marks)
- e) Explain the following terms:
 - i) Line
 - ii) Colour
 - iii) Texture
 - iv) Value
 - v) Shape
 (10 marks)

QUESTION 5

- a) Describe pointing of colour. (5 marks)
- b) Discuss the **THREE** parts of part. (15 marks)