



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

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 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 Two printed pages.

SECTION A (Compulsory)

QUESTION 1

- a) Design the following terms as used in art and design. **(10 marks)**
i) Line
ii) Texture
iii) Colour
iv) Value
v) Shape
- b) i) State **FIVE** examples of cool colours. **(5 marks)**
ii) Discuss the use of complimentary colours. **(5 marks)**
- c) i) Explain the **TWO** types of texture. **(4 marks)**
ii) Define the term Visual Communication as used by artist. **(2 marks)**
iii) Explain the difference between tone and value. **(4 marks)**

SECTION B (Attempt any TWO questions)

QUESTION 2

- a) Describe **FIVE** principles of art and design. **(10 marks)**
- b) Discuss barriers of communication. **(10 marks)**

QUESTION 3

- a) Explain **FIVE** types of lines. **(10 marks)**
- b) Define the following terms:
i) Hue **(2 marks)**
ii) Tint **(2 marks)**
iii) Shade **(2 marks)**
iv) Tone **(2 marks)**
v) Value **(2 marks)**

QUESTION 4

Draw and label the tertiary, complimentary, cool colours warm colours and primary colours. **(20 marks)**

QUESTION 5

Discuss how an artist can use lines and colour to create an effect of harmony and rhythm. **(20 marks)**