



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN

BGD 2104 : INTRODUCTION TO VISUAL COMMUNICATION AND PUBLICATION DESIGN

SUPPLEMENTARY/SPECIAL EXAMINATIONS

SERIES: OCTOBER 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) Explain the following visual communication terms
- i) Form (5marks)
 - ii) Line (5marks)
 - iii) Texture (5marks)
 - iv) Hue (5marks)
 - v) Saturation (5marks)
 - vi) Ant chromatic (5marks)

QUESTION 2

State the main differences between the ‘critical’ and ‘practical’ part of visual communication when it explores the use of graphical components in achieving communication goals. (20marks)

QUESTION 3

- a) Outline any FIVE corporate identities (10marks)
- b) State the social areas where each of the corporate identities mentioned in 2 (a) above are applied. (10marks)

QUESTION 4

Explain why ‘aesthetics’ is considered the most important component in achieving effective visual communication. (20marks)