

W1-2-60-1-6

JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY

**UNIVERSITY EXAMINATION 2017/2018**

**STAGE 2 EXAMINATION FOR THE DIPLOMA IN MASS COMMUNICATION**

**HSC 0201: INTRODUCTION TO GRAPHIC DESIGN AND DESKTOP PUBLISHING**

**DATE: AUGUST 2018 TIME: 1 ½ HOURS**

INSTRUCTIONS: ANSWER ALL QUESTIONS IN **SECTION A** (COMPULSORY)

AND ANY OTHER TWO QUESTIONS IN **SECTION B**

**SECTION A**

QUESTION ONE

a. Define the following concepts as learnt in this course:-

i. Publishing. (2 marks)

ii. Graphic Design. (2 marks)

iii. Center of interest. (2 marks)

iv. Perspective. (2 marks)

v. Alignment. (2 marks)

b. For every graphic design assignment/project, the practitioner must Endeavour to fit within the confines of ethics and legal guidelines prescribed by the trade, and society. Discuss this assertion, giving contextual. Examples. (20 marks)

**SECTION B**

QUESTION TWO: 15 MARKS

a. Graphic design and desktop publishing has an array of outcomes. Outline any 5 and give how each is mostly used. (10 marks)

b. Design depends on personal creativity. Which other traits must a professional cultivate? (5 marks)

**QUESTION THREE:15 MARKS**

a. Among the conventions of Graphic Designs, Contrast has been outlined as an important aspect in achieving visual desirability for publications. How is this achieved? (5 marks)

b. What are the five common uses of Graphic Design? (10 marks)

**QUESTION FOUR: 15 MARKS**

a. Outline the five layout elements used in visual communication. (5 marks)

b. Discuss any five uses of colour in achieving a desirable publication. (10 marks)

**QUESTION FIVE: 15 MARKS**

a. A photograph is not perfect for graph design as it is. Explain what this statement means in light of editing. (5 marks)

b. What is typography? (2 marks)

c. What are the roles of a graphic design editor in achieving a publication. (8 marks)