

VISUAL COMMUNICATION

WEEK 6: MID-TERM QUIZ COVERING WEEK 1 to 5 LECTURES

TOTAL 40 Marks

Duration: 40 minutes

INSTRUCTIONS: Attempt all the Questions, and each is 2 Marks.

MULTIPLE-CHOICE QUESTIONS

1. If a single word or very short line is left at the end of a column it is called an orphan. Likewise, if the same is left at the top of the following column this is called a widow.

- a. True
- b. False

2. Visual communication can benefit all audiences, but not helpful especially to individuals with lower literacy and numeracy skills.

- a. True
- b. False

3. The following are complementary colours on the colour wheel, select one:

- a. Yellow and Green
- b. Red and Yellow
- c. Red and Purple
- d. Yellow and Purple
- e. Orange and yellow

4. The following are Tertiary colours on the colour wheel, select one

- a. Yellow-Red
- b. Red-Blue
- c. Yellow-Orange
- d. Purple- Red
- e. Green- Blue

5. In Typography Kerning is

- a. the spacing of a group of characters
- b. the spacing between lines
- c. the part of a character below baseline

- d. the part of the character above capital height.
- e. the adjustment of the spacing between individual characters.

6. One might say that 'Design' in the traditional sense is more expressive, with less concern about the audience and more focus upon the 'self', while 'art' has more to do with 'targeted' communication, with more efforts spent in finding out about the audience or user.

- a. True
- b. False

7. The emotional presentation of visual language, has the fundament of visual physics and mentality and this is the combination and arrangement of elements of design such as colour, form, texture etc.

- a. True
- b. False

8. One of the most fundamental differences between art and design that we can all agree on is their purposes. Which statement is true?

- a. Another difference between art and design is how the messages of each are interpreted by their respective audiences.
- b. The fundamental purpose of design is to communicate a message and motivate the viewer to do something
- c. Art connects with people in different ways, because it's interpreted differently.
- d. The designer's job isn't to invent something new, but to communicate something that already exists, for a purpose.
- e. Design has an element of taste, but the difference between good and bad design is largely a matter of opinion. Art is judged by opinion, and opinion is governed by taste.

9. Communication is a common phenomenon that cuts across the daily activities of human being. As food and water are very important to man's survival so is communication. Which of the following statements is true about communication?

- a. The process by which any person or a group shares and impacts information with/to another person (or group) so that either people (or groups) clearly understand one another
- b. uses images to persuade, entertain, inform, and enlighten an observing audience of products, ideas, and messages

- c. Any means by which a thought is transferred from one person to another
- d. a b and c
- e. a and b

10. Which of the following are the two main classifications of Typography?

- a. Graffiti and fonts
- b. Typefaces
- c. Serif and Sanserif fonts
- d. Typography
- e. Lettering

11. Some of the key elements of Art and Design include: Mass, Texture, Line, and colour

- a. True
- b. False

12. Visual communication designer create visual formats for messages, not taking into consideration the intended audience by using mutually understandable alphabets, symbols, colors, images and selecting appropriate media so the messages can be received, understood and responded to.

- a. True
- b. False

13. _____ is the expression and application of human creative skill and imagination, typically in a visual form such as posters or magazines, producing works to be appreciated primarily for their functionality or utilitarian power; and with the various branches of creative activity, such as cartoons, logo design, books, and motion graphics.

- a. Art
- b. Brain storming
- c. Art and Design
- d. Graphic Design or visual communication
- e. Creativity

14. _____ is the transmission of information and ideas using symbols and imagery.

- a. Mass communication
- b. Communication
- c. Visual Communication
- d. Intercultural communication
- e. Art and design

15. Which one is not a principle of design?

- a. Asymmetrical balance
- b. Rhythm
- c. Proportion
- d. Radial balance
- e. Texture

16. 'Visual communication' is a very loosely defined term. The term 'visual communication' does not necessarily preclude the realm of fine or visual arts. However, in the context of this class presentation, we put visual communication under the realm of design rather than 'art'.

- a. True
- b. False

17. The _____ govern the relationships of the elements used and organize the composition as a whole.

- a. Dominance and variety
- b. Unity
- c. Elements
- d. Principles
- e. Balance

18. _____ is an art form that has been around for hundreds of years and it utilizes words and text which are all around us every day in almost everything we do.

Select one:

- a. Lettering
- b. Graffiti and fonts
- c. Typography
- d. Serif and Sanserif fonts
- e. Typefaces

19. Contrasting or harmonizing colors appear next to each other on the color wheel. Harmonizing colors often work well together but if too close in value they can appear washed out or not have enough contrast. A harmonizing trio could be something like blue, light blue, and cyan or perhaps red, orange, and yellow.

- a. True
- b. False

20. Communication is from a Latin word. Communication therefore is a purposeful effort to establish _____ between a source and receiver (Schramm 1965).

- a. Community
- b. Shares
- c. Communist
- d. Communion
- e. Commonness

COMMUNICATION SYSTEMS IN AFRICA

TIME: 40 Minutes

MARKING SCHEME: MID-TERM QUIZ COVERING WEEK 1 to 5

INSTRUCTIONS: Attempt all the Questions and each is 2Marks

SECTION I: MULTIPLE-CHOICE QUESTIONS

1. A

2. B

3. D

4. C

5. E

6. B

7. A

8. D

9. E

10. C

11. A

12. B

13. D

14. C

15. E

16. A

17. D

18. C

19. B

20. E