

VISUAL COMMUNICATION

WEEK 14: FINAL EXAMINATION

COVERING WEEK 1 to 13 LECTURES

2024

TOTAL 60 Marks

Duration: 180 minutes or 3 Hours

SECTION A: 25 Marks

INSTRUCTIONS: Answer all the multiple choice questions, each is 1 marks.

1. There is a single definition of communication agreed upon by scholars. Psychologists, sociologists, medical practitioners, philosophers and communication specialists, all define communication based on similar orientations and perspectives.
 - a. True
 - b. False
2. In communication we react to our own speech and actions, and then we react to those reactions, and others react to our speech and actions.
 - a. True
 - b. False
3. The following are four of the five functions of communication, apart from which one:
 - a. Social interaction
 - b. Exchange of Ideas and Spread of Knowledge
 - c. Business and trade
 - d. Social-Cultural Integration
 - e. Transmission of information and ideas using symbols and imagery
4. Which of one the following combination of colours are tertiary on the pigment colour wheel?
 - a. Yellow-Red
 - b. Red-Blue
 - c. Yellow-Orange
 - d. Purple- Red
 - e. Green- Blue
5. In Typography Kerning is the adjustment of the _____ between individual _____.
 - a. Fonts and characters
 - b. Paragraphs and lines
 - c. Spacing and baseline
 - d. Spacing and characters

- e. Baseline and characters.
6. In the context of our class presentations, we put visual communication under the realm of ‘art’ rather than ‘design’. That is, we are interested in visual communication that has a purpose or objective, created with the intention of reaching to a predefined ‘audience’ or ‘user’.
 - a. True
 - b. False
 7. Art, is really a skill that is taught and learned. You do not have to be a great designer to be a great artist; you just have to be able to achieve the objectives of art.
 - a. True
 - b. False
 8. Few artists call themselves designers because they seem to better understand the difference. Which statement is true?
 - a. There is no major difference between art and design it is only 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. An artist create work solely as a means of self-expression, so that it can be viewed and appreciated by others.
 - 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. 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. The arrangement of type involves selecting types, point sizes, line lengths, line spacing, letter spacing, and spaces between pairs of letters. Which of the following are font families for design of letters, numbers and other symbols, to be used in printing or for electronic display?
 - a. Graffitis and fonts
 - b. Typefaces
 - c. Serif and Sanserif fonts
 - d. Typography
 - e. Lettering
 11. Lines are one of the basic elements of design. How we get from point A to point B gives the line its distinctive character and appearance.
 - a. True
 - b. False
 12. In visual communication shape is one of the basic elements of design. Alone or in combination with other shapes or lines they can convey universal meanings as well as guide the eye or organize information. The three basic types of shapes are squares, circles, and

triangles.

- a. True
- b. False

13. Texture can be _____ or _____ through the arrangement of lines and shapes or the use of photographic images of specific surfaces..
- a. Artistic or visual
 - b. Rough or smooth
 - c. Photographic or Digital
 - d. Tactile or visual
 - e. Creative or artistic
14. _____ Colors appear side by side on the color wheel, they are also known as harmonious colors.
- a. Complementary
 - b. Analogous
 - c. Adjacent
 - d. Monochromatic
 - e. Triad
15. Color symbolism can be used to represent the following ideas, and apart from?
- a. Traditional or cultural
 - b. Religious ideas
 - c. Concepts
 - d. Feelings
 - e. Representation
16. In publication design our eyes are comfortable with layouts where the graphics don't overpower the text and the page doesn't seem to tilt to one side or the other. Primarily there are two types of balance in page, symmetrical and asymmetrical.
- a. True
 - b. False
17. In visual communication the word emphasis hierarchy may give direction and organization. Emphasis hierarchy or focus is not giving each object (like a photo or headline) in a project equal dominance or proportion.
- a. True
 - b. False
18. There are different layout design compositions that work very well with the balance principle of design. Which of the following is not a balance classification in compositions of layouts:
- a. Symmetrical
 - b. Visual
 - c. Asymmetrical
 - d. Mechanical
 - e. Grid
19. The Grid method of layout encourages the designer to view the _____ surface as a total unit, breaking the area into sub-zones in which the elements are placed – rather than letting the layout develop from copy in a free flowing haphazard manner.
- a. A portion
 - b. Asymmetrical
 - c. Entire page

- d. Half
 - e. Visual
20. Editorial cartooning is a unique art form that combines satire, storytelling, and visual communication to convey powerful messages. The followings are characteristics of editorial cartoon, which one is NOT?
- a. no continuous characters
 - b. not really funny
 - c. normally contains one frame
 - d. Employs exaggerations
 - e. has continuing characters and frames that show action
21. When using InDesign, an outline or border, called the fill, can be a wide variety of color and width choices. The inside of a drawing or text is called the stroke.
- a. True
 - b. False
22. The more time you spend working with desktop publishing software, the more you will hate the shortcuts available in each program. These shortcuts appear to the right of their respective menu options. Because DTP software requires multiple mouse actions to manage a project, you will find that learning the keyboard shortcuts can slow down your work.
- a. True
 - b. False
23. An advantage of DTP over word processing is that...
- a. DTP applications are faster
 - b. DTP applications are more expensive to buy
 - c. DTP has greater control over page layout
 - d. DTP is what professionals use
 - e. DTP is text and images are arranged on a grid.
24. Design house style is key ensuring good design. All of the following need to be consistent in a publication EXCEPT?
- a. Font Scheme
 - b. Graphics
 - c. Margins
 - d. Color Scheme
 - e. Logo
25. Jedidiah wants to send monthly updates to the members of his troop and their parents about recent activities, make announcements about honors that a few of the members have received, and provide information about upcoming events. Which publication would be the most appropriate publication for him to use?
- a. Flyer
 - b. Brochure
 - c. Business card
 - d. Newsletter
 - e. Poster

SECTION B: 35 Marks

INSTRUCTIONS: WORK ON THESE PROJECTS, question 1 and 2 are Compulsory, CHOOSE either question 3 or 4

Create publications in the following assignments:

1. Design an Eight-page Newsletter for any community organization using InDesign
(15 marks work in a group of three)
2. Design a **tri-fold Brochure** for **any department** of your choice at school or organization using Ms Publisher **(10 marks)**.
3. Design a **poster or a flyer for any department** of your choice at school or organization. Use Illustrator software **(10 marks)**.

OR

4. **Design a book cover** and its preliminary information and the Theme should be on any topic of your choice. Use Photoshop software **(10 marks)**

COMMUNICATION SYSTEMS IN AFRICA
WEEK 14: FINAL EXAMINATION MARKING SCHEME

COVERING WEEK 1 to 13 LECTURES

2024

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SECTION A: 25 Marks

INSTRUCTIONS: Answer all the multiple choice questions, each is 1 marks.

SECTION A: ANSWERS

1. B
2. A
3. D
4. C
5. E
6. B
7. A
8. D
9. E
10. B
11. A
12. B
13. D
14. C
15. E
16. A
17. A
18. E
19. C
20. E

- 21. B
- 22. B
- 23. C
- 24. C
- 25. D

SECTION B: 35 Marks

INSTRUCTIONS: WORK ON THESE PROJECTS, question 1 and 2 are Compulsory, CHOOSE either question 3 or 4

Create publications in the following assignments:

1. Design an Eight-page Newsletter for any community organization using InDesign

(15 marks work in a group of three)

InDesign 101 "Creating a Sample Newsletter"



[Coach K Teaches](#) •

Source: https://www.youtube.com/watch?v=wliagsJqSeU&ab_channel=CoachKTeaches

BEGINNER · 5 MIN

How to create a newsletter using templates

Learn how to create newsletters in Adobe InDesign using professional templates, ready for printing, saving as a PDF or sharing online.

Learn how to create newsletters in InDesign using professional templates, ready for printing, saving as a PDF or sharing online.

- Start with a sample file and customize it.
- Choose an image.
- Drag the image over the placeholder frame. To fit it into the frame, click on the first frame fitting option in the control panel.
- Switch to the Type tool by pressing the letter T, select the headline text and paste or type your text into position.
- Do the same with the body text.
- Format the subheads by clicking them and then clicking on the subhead style in the paragraph styles panel.

- Source: https://helpx.adobe.com/ph_fil/indesign/how-to/newsletter-template.html
2. Design a **tri-fold Brochure** for **any department** of your choice at school or organization using Ms Publisher (**10 marks**).

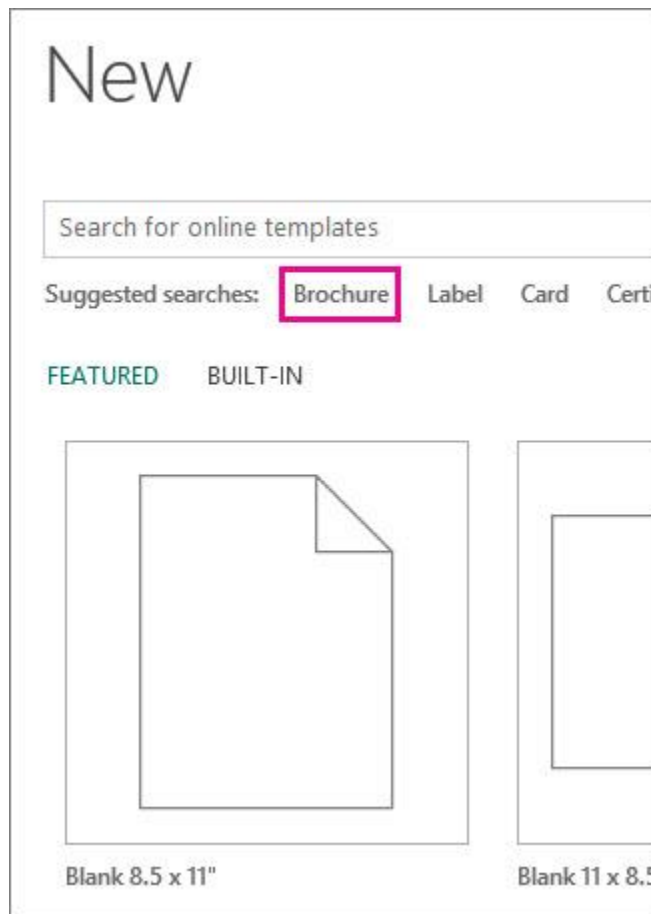
Make a brochure using Publisher

Publisher for Microsoft 365 Publisher 2021 Publisher 2019 Publisher 2016 Publisher 2013

- Source: <https://support.microsoft.com/en-us/office/make-a-brochure-using-publisher-825b1199-5fcb-4283-9407-bb9c5ded054f>

For anything from a tri-fold or 3-panel brochure to a flyer, a template is the fastest way to start a new publication. Here's how to choose and customize a brochure template.

- On the Start page that appears when you open Publisher, click **Brochure** (You can get to the Start page anytime by clicking **File >New**).



- Click a brochure in the gallery of brochure templates and click **Create**.
Tip: Click the arrows next to **More Images** to get a better look at the template.
For more about finding brochure templates, see [Find brochure templates](#).

Change your template

Don't like the brochure template you chose? You can change it.

- Click **Page Design > Change Template**.
- Replace the template text or graphics by right-clicking a text box or graphic and clicking **Delete Text** or **Change Picture**.

Customize a template

After you find a template you like, you can customize it.

- Click the **Page Design** tab and experiment with color themes, font, and backgrounds.
- When you're happy with the results, click **File > Print** and choose an option:
 1. Click **Export** to find save as PDF or other Pack and Go options for photo or commercial printing.
 2. Click **Print** to make copies on your personal printer.

3. Design a **poster or a flyer for any department** of your choice at school or organization. Use Illustrator software (**10 marks**).

How To Design A Poster / Flyer Illustrator Tutorial



[Indra Maulana](#)

Source: https://www.youtube.com/watch?v=7Mup49E1K70&ab_channel=IndraMaulana

OR

4. Design a **book cover** and its preliminary information and the Theme should be on any topic of your choice. Use Photoshop software (**10 marks**).

How to Design a Book Cover in Photoshop – How to Use Adobe Photoshop (Part 9)

Source:

https://www.youtube.com/watch?v=LHKR4oU3f8E&ab_channel=LearnSharePhotoVideo

Learn Share Photo Video