



CENTRAL UNIVERSITY

FAITH • INTEGRITY • EXCELLENCE

RESIT EXAMINATION: 2016/2017

DEPARTMENT OF COMMUNICATION STUDIES

(MIOTSO CAMPUS)

COMM 104: INTRODUCTION TO VISUAL PRINCIPLES

TIME ALLOWED: TWO HOURS

LEVEL: 100

STUDENT ID No.....

INSTRUCTIONS:

ANSWER ALL QUESTIONS IN SECTION A AND ONE QUESTION FROM SECTION B IN
THE ANSWER BOOKLET

DO NOT TURN OVER THIS PAGE UNTIL YOU HAVE BEEN TOLD TO DO SO BY THE
INVIGILATOR.

LECTURER: ABENA A. GYAMPO

SECTION A: Circle the correct answer

(40 marks)

1. Visual communication is _____ through visual aids and is described as the conveyance of ideas and information in forms that can be read or looked upon.
 - a. design
 - b. scientific method
 - c. communication
 - d. social sciences
2. What type of design element is generally used to develop variety and interest in a yearbook or magazine?
 - a. point size
 - b. signatures
 - c. cutlines
 - d. graphics
3. The print quality of a graphic is known as _____.
 - a. pixels
 - b. graphic quality
 - c. resolution
 - d. print quality
4. Experienced designers know that the first consideration in designing a document is the _____ that will be used.
 - a. colour
 - b. graphics
 - c. medium
 - d. printer
5. Which of the following words is spelled incorrectly?
 - a. February
 - b. Reciever
 - c. Fourteen
 - d. Descendant
6. The thickness of a line is measured in _____.
 - a. pixels
 - b. dots
 - c. picas
 - d. points
7. The thickness of a line is referred to as _____.
 - a. point size
 - b. line style
 - c. line thickness
 - d. line weight
8. Which type of software can translate scanned text into editable text?

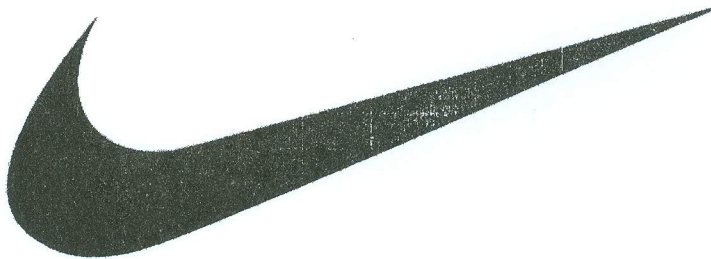
- a. database
 - b. optical character recognition
 - c. spreadsheet
 - d. computer-aided drafting
9. When you want to change the direction of an image you use the _____.
- a. rotating tool
 - b. pointer tool
 - c. cropping tool
 - d. rectangle frame tool
10. A company logo should _____.
- a. attract the reader's attention
 - b. be very large
 - c. be small and unremarkable
 - d. be placed at the bottom of the page
11. _____ refers to the arrangement of shapes, illustrations and text on a page so the elements create a harmonious composition.
- a. text layout
 - b. balance
 - c. brightness
 - d. perspective
12. Which name and title is capitalized incorrectly?
- a. Dr. Kofi Ankrah, Associate Dean
 - b. Dear Ms. Ansah
 - c. Ladies and Gentlemen
 - d. Associate professor Prince Boateng
13. As a designer, it is important to only use images that are yours, or that you have permission to use. What is the name of the crime of using and profiting from something that isn't yours?
- a. cheating
 - b. stealing
 - c. plagiarism
 - d. copyright
14. What does the acronym 'dpi' stand for in design?
- a. Dots per increment
 - b. Dots per inch
 - c. Dot point increment
 - d. Dot points include
15. A _____ folds the sides in toward the middle of the page.
- a. gatefold
 - b. trifold

- c. Z fold
 - d. accordion fold
16. What type of publication is most likely to include details about a product or service?
- a. Poster
 - b. Business card
 - c. Newsletter
 - d. Brochure
17. _____ balance produces design compositions that generate feelings of stability, formality, sophistication, and elegance.
- a. Symmetrical
 - b. Asymmetrical
18. Which of the following statements lists a step that is not typically completed during the proofreading process?
- a. Look at the line spacing between paragraphs and before and after main or text headings.
 - b. Ensure deadlines for printing are kept.
 - c. Assess the uniformity of and appropriateness of all margins.
 - d. Verify that captions correspond with images they describe.
19. Many desktop publishing programs let you apply _____ options that are used to change the appearance of a page.
- a. built-in
 - b. plug-in
 - c. add-on
 - d. template
20. You want to create a multi-page or folding document such as a menu or newspaper. Which program will best deliver on the project?
- a. Adobe Illustrator
 - b. Adobe InDesign
 - c. Paint
 - d. Adobe Photoshop
21. Which method is used by most desktop publishing programs to set ruler guides?
- a. You click or shift-click on the ruler and drag and drag the guide into the window.
 - b. They are set in the Page Setup or Document Setup dialogue box.
 - c. You click on the ruler marking where you want the guide to be, and it appears in the window.
 - d. They are set in the Ruler Guides dialogue box.
22. Which command can be used to link an object in a document as opposed to embedding the object in digital publishing?
- a. Link
 - b. Paste special

- c. Paste link
 - d. Paste
23. COMS 104 students in a publication design class are using desktop publishing software to create the front cover of the school magazine. The cover features a photo gallery of student activities. The students want to add graphics, a title, and a subtitle that have been saved in separate word processing files. To add these elements to the cover, the students should be familiar with which desktop publishing functions?
- a. importing or merging and resizing/scaling
 - b. bitmapping and rotating/flipping images
 - c. creating templates and layering graphics
 - d. changing file formats and routing or downloading text
24. There are _____ points in an inch.
- a. 72
 - b. 10
 - c. 12
 - d. 36
25. _____ is the area on a frame that has no text or graphics.
- a. Which space
 - b. Blank space
 - c. Open space
 - d. Unused space
26. To best promote fairness and sensitivity to diversity, which of the following guidelines should photojournalists follow when visually reporting about an ethnically diverse community?
- a. Take photographs that illustrate both positive and negative aspects of the community.
 - b. Avoid stereotypes and try to portray the community in a holistic way.
 - c. Submit several photographs for the story about the community in order to show a variety of subjects.
 - d. Crop photographs so that people, rather than background details of the community, are featured.
27. You have an assignment to design a logo with the aid of a computer. Which program will be the best option to create your vector images?
- a. Paintshop
 - b. Adobe Photoshop
 - c. Adobe InDesign
 - d. Adobe Illustrator
28. What do you produce when you repeat shapes, colors, and lines over and over in a planned way?
- a. balance
 - b. unity

- c. pattern
 - d. focal point
29. A point of interest in a work of art that attracts more attention than anything else in composition is called _____.
- a. Variety contact
 - b. Balance
 - c. Emphasis
 - d. Harmony
30. When people use spoken, written, pictorial, or musical representations to influence thought and action through debatable techniques they are involved in _____.
- a. persuasion
 - b. propaganda
 - c. publicity
 - d. non-verbal communication
31. Persuasive communicators use all the following except _____.
- a. Symbolic communication
 - b. Factual information
 - c. Opinions
 - d. Emotional appeals
32. A dark value of a color is made by adding _____ to the color.
- a. Green
 - b. Blue
 - c. Black
 - d. Red
33. The art elements used by designers to create art include _____.
- a. Line
 - b. Color
 - c. Form
 - d. All the above
34. Font selection and text composition are aspects of typography found in desktop publishing.
- a. True
 - b. False
35. Negative shape is the background or space around the subject of the artwork.
- a. True
 - b. False
36. The following are tasks of text composition except _____.
- a. adjust line lengths
 - b. embedding fonts
 - c. adding bold and italic type

- d. creating drop caps
37. A document layout is best improved by adding more _____.
- White space
 - clip art
 - fonts
 - frames
38. What word(s) best describe the image below?
- Organic shape
 - Logo
 - Geometric form
 - Organic form



39. _____ shapes are the objects in a piece of art.
- Negative
 - Positive
 - Embedded
 - Balanced
40. _____ constitute the primary colors.
- Red
 - Brown
 - Green
 - Both a and c

SECTION B: Answer one (1) question.

(20 Marks)

- Central University (CU) has recently changed status from a college to a full-fledged university. They approach your advertising agency, Beiyuo & Sawyer, **with a brief** to redesign their logo for them. Detail in the right order the steps you would follow to accomplish this task. **(20 marks)**
- It has been observed that no form of communication has a more profound effect on the private minds of individuals or the development of the public mind and culture than the visual imagery of today's media.

- a. Using findings of research on memory discussed in the course, explain why communication using visuals is more effective than communication without visuals?
(10 marks)
- b. Research has also clearly shown that color greatly enhances communication. Citing the research findings and examples, explain this statement. **(10 marks)**
3. Outline the general considerations designers of visual communication must make and define each one.
(20 Marks)