



CENTRAL UNIVERSITY

FAITH • INTEGRITY • EXCELLENCE

RESIT EXAMINATION: 2021/2022

DEPARTMENT OF COMMUNICATION AND MEDIA
STUDIES

COMM 104: INTRODUCTION TO VISUAL COMMUNICATION

TIME ALLOWED: TWO HOURS, THIRTY MINUTES

LEVEL 100

ANSWER ALL QUESTIONS
ANSWER ALL QUESTIONS IN THE ANSWER BOOKLET.

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

EXAMINER: ETORNAM KOMLA BUAMI

ANSWER ALL QUESTIONS (100 MARKS)

1. Your company has just tasked you to design a logo for a new brand of product yet to be launched. What five steps will you go through in coming out with a good logo? **(20 marks)**
2. Scholars differ on the various classifications of communication. What, in your opinion, are the four (4) major types of human communication? **(20 marks)**
3. State and explain four (4) features in the definitions of effective communication?
(20marks)
4. State and explain five (5) advantages of visual communication forms. **(20 marks)**
5. Discuss any five (5) elements of design to be considered in the design process. **(20 marks)**