



CENTRAL UNIVERSITY

FAITH • INTEGRITY • EXCELLENCE

END OF SECOND SEMESTER EXAMINATION: 2021

**DEPARTMENT OF COMMUNICATION STUDIES AND
LANGUAGES**

COMM 104: INTRODUCTION TO VISUAL COMMUNICATION

TIME ALLOWED: TWO HOURS 30 MINS

LEVEL 100

INSTRUCTIONS:

ANSWER FOUR QUESTIONS ONLY 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 FOUR (4) questions only

1. State and explain four (4) types of Communication. **(15 marks)**
2. From your study of this course, what four (4) inherent features are there in the definitions of effective communication? **(15 marks)**
3. State and explain five (5) motives why a person may decide to communicate. **(15 marks)**
4. Critically explain the advantages of visual communication forms. Which five advantages do you think are the reasons why most advertisers use them? **(15 marks)**
5. Discuss any five (5) principles of design you have studied in this course. **(15 marks)**
6. 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? **(15 marks)**