



CENTRAL UNIVERSITY

FAITH • INTEGRITY • EXCELLENCE

END OF SECOND SEMESTER EXAMINATION: 2017/2018

DEPARTMENT OF COMMUNICATION STUDIES
(MIOTSO CAMPUS)

COMM 104: **Introduction to Visual Principles**

TIME ALLOWED: 2 ½ HOURS

LEVEL 100

STUDENT ID No.

INSTRUCTIONS:

ANSWER THREE QUESTIONS IN THE ANSWER BOOKLET.

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THE INVIGILATOR.**

Lecturer: Ms. A. A. Gyampo

1. What is the main purpose of visual communication?
(20 marks)
2. The three concepts **information, redundancy, and noise** come from information science and help to clarify some communication design problems. With practical examples write short notes on the three concepts. (20 marks)
3. The interpretation of a message involves two levels: denotation and connotation. With clear examples explain the two levels and how to control them. (20 marks)
4. The context for a message requires special attention and it is applicable at several levels. With clear examples explain the following levels:
 - Cultural
 - Aesthetic
 - Media
 - Source
 - Source's class(20 marks)
5. Attention and a good disposition on the part of the observer are necessary for communication to take place. With practical examples state and explain five reasons why aesthetics are a major concern in design.
(20 marks)