

CHUKA



UNIVERSITY

UNIVERSITY SUPPLEMENTARY/SPECIAL EXAMINATIONS.

FOURTH YEAR EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF ARTS IN COMMUNICATION AND MEDIA.

COMM 431: COMMUNICATION GRAPHICS

STREAMS: COMM

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 25/07/2018

11.30 A.M - 1.30 P.M

INSTRUCTIONS:

- Answer **THREE** Questions in all
- Question **ONE** is **COMPULSORY**
- Write legibly
- Exam cheating is a serious offence

SECTION A: [30 MARKS]

1. (a) A thing is not seen because it is visible, but conversely, visible because it is seen. Explain. [10 Marks]
- (b) Using illustrations compare and contrast the human eye with a video camera. Discuss. [20 Marks]

SECTION B: [40 MARKS]

2. Animation is the process of making the illusion of motion and the illusion of change by means of the rapid succession of sequential images that minimally differ from each other. Discuss. [20 Marks]
3. Resolution is often misunderstood when it comes to digital photography, because each piece of equipment measures it differently and therefore the “value” isn’t cross compatible. Discuss. [20 Marks]
4. Without colour, there is neither life nor health, neither beauty nor youth. Discuss. [20 Marks]
5. Discuss the basic operation principle of the two common videographic aspect ratios are 4:3 (1.33:1), the universal video format of the 20<sup>th</sup> century, and 16:9 (1.77:1), universal for high-definition television and European digital television. [20 Marks]