



THE KENYA POLYTECHNIC UNIVERSITY COLLEGE

GRAPHIC ARTS DEPARTMENT
DIPLOMA IN ART & DESIGN (GRAPHIC DESIGN OPTION)
END OF YEAR I EXAMINATIONS
NOVEMBER 2007
VISUAL COMMUNICATION
3 HOURS

INSTRUCTIONS TO CANDIDATES:

Answer any FIVE questions.

All questions carry equal marks and the maximum marks for each part of a question are as shown.

This paper consists of 2 printed pages

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1. (a) Outline FIVE different categories of artists.
(b) Explain each artist's contribution to society (20 marks)
2. (a) Explain the difference between visual thinking and visual communication.
(4 marks)
(b) Outline FOUR factors that may hinder effective visual communication.
(16 marks)
3. (a) Describe THREE basic principles considered in appreciating works of art.
(6 marks)
(b) Outline FOUR principle questions that artists or designers consider in making aesthetic judgment. (14 marks)
4. (a) Explain FOUR different contexts for communication in visual design.
(12 marks)
(b) Outline FOUR basic communication barriers stating their influence in society. (8 marks)
5. (a) Outline FIVE different ways of recruiting artists in society. (10 marks)
(b) Outline FIVE ways in which visual media hinders the proper decoding of information during communication. (10 marks)
6. Using examples, explain the visual semiotic (language) equation. (20 marks)
7. (a) Draw and explain the communication model. (10 marks)
(b) Explain FIVE characteristics of a visual medium that hinder the proper encoding of messages. (10 marks)