



**THE KENYA POLYTECHNIC**  
**GRAPHIC ARTS DEPARTMENT**  
**DIPLOMA IN ART & DESIGN (GRAPHIC DESIGN OPTION)**  
**END OF YEAR I EXAMINATIONS**  
**NOVEMBER 2006**  
**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.

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1. (a) Draw a simple communication model. (6 marks)  
(b) Outline SEVEN barriers of communication. (14 marks)
2. (a) Explain FIVE advantages of the written language as a form of communication. (10 marks)  
(b) Outline the functions of the nervous/sensing system in plants and animals. (10 marks)
3. Explain the role of Art as a form of communication. (20 marks)
4. Explain any FIVE principles of visual communication. (20 marks)
5. (a) Define Art and name any FOUR groups of artists. (6 marks)  
(b) The design process is comparable to the problem solving process. Outline SEVEN steps of this process. (14 marks)
6. Explain TEN factors to consider when selecting a communication medium. (20 marks)
7. (a) Differentiate between enculturation and socialization. (6 marks)  
(b) Outline the disadvantages of Art as a form of communication. (14 marks)