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THE KENYA POLYTECHNIC UNIVERSITY COLLEGE

**COURSE: DIPLOMA IN JOURNALISM AND PUBLIC
RELATION**

SUBJECT: MEDIA RESERCH

TOPIC: DESIGN, ART AND TELEVISION TODAY

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ABSTRACT

You are sitting in the movie theatre. The light dim, the music begins and suddenly you are transported into a magical world where all things are possible as the terror of entertainment go down your spine. What you are actually watching is the art of special effects – the work of artists, drafts men, model markers and sculptors whose talent give life to a directors vision; the dazzling wizardly of the technical experts who translate design art into a film reality.

Design art is a tool that has been used in hundreds of thousands of years ago as a tangible medium of expression that is presented to a real desired audience.

Design art being a broad subject, this project paper narrows it to an accurate source of valuable information. It relates closely the subjects design to the world of television today.

In this project paper, I include my experience with design art and television giving extensively my thoughts and findings on the issue. This will answer the question why the word television implies too a form of art which is unique to immediacy and scope.

It is my hope that as you read a long, you will appreciate the important attribution of design as an aesthetic responsibility of total visual effect best for cinematic production.

Eunice Robai Makunda