



**CHRISTIAN SERVICE UNIVERSITY COLLEGE
KUMASI –GHANA**

FACULTY OF HUMANITIES

DEPARTMENT OF COMMUNICATION STUDIES

BACHELOR OF ARTS IN COMMUNICATION

End of First Semester Examination, 2021/2022 Academic Year

Level 400

BACS 425: ELECTRONIC PUBLISHING AND DESIGN

January 2022

[70 marks]

Time: 2 Hours 30mins

INSTRUCTIONS TO CANDIDATES

- Provide your answer in the **Answer Booklet**.
- **ANSWER QUESTION ONE AND ANY OTHER TWO.**
- Marks will be awarded for clarity of expression and logical presentation of facts.
- Write your index number clearly at the top of the question paper.
- The question paper should be inserted in the answer booklet for submission.

Examiner: Ginn Bonsu Assibey (PhD)

1. a. An appropriate means to create attention in any visual statement is through sensual visualization.
- i. Discuss sensual visualization and outline its relevance in communication.

(15 marks)

b. Electronic publishing has changed how information is relayed to the audience. However, it has disadvantages that should be taken into account when publishing visual statements electronically.

- i. Outline and explain two benefits of using electronic publishing.
- ii. Discuss five of such electronic publishing challenges.

(15marks)

2. Images can communicate without the addition of text. List and explain three importance of images in visual communication.

(20marks)

3. Every visual statement should begin with a layout because it plays a critical role in design concept development. With your knowledge in the layout:

- i. Outline and explain five importance of layout in electronic publishing.
- ii. With the aid of illustration, discuss the difference between symmetrical and asymmetrical layouts
- iii. Discuss the four stages of layout for creating a visual statement.

(20marks)

4. Typography plays a major role in visual statements because every typeface has a form and content, which makes information legible and readable. With your understanding of typography:

- i. Explain typographic form and content.
- ii. List and explain five importance of typography.
- iii. Discuss three typographical errors and suggest their associated solutions.

**(20
marks)**

End****