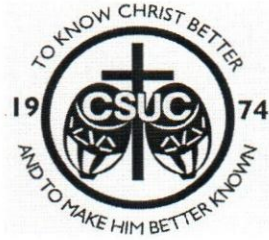


Index Number _____ Date ____/____/____ Signature _____



**CHRISTIAN SERVICE UNIVERSITY COLLEGE
KUMASI –GHANA**

FACULTY OF HUMANITIES

DEPARTMENT OF COMMUNICATION STUDIES

BACHELOR OF ARTS IN COMMUNICATION

End of Second Semester Examination, 2018/2019 Academic Year

Level 300

SCOM 326: GRAPHIC ARTS

May 2019

70 marks

Time: 2 Hours

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.

Examiner: Ginn Assibey Bonsu

1. Among all the continents, Africa is encountering annual mean temperatures consistently higher than any temperature experienced in history and it is manifesting in central Africa and it is projected to cover the entire continent in the next two to three decades (UNEP, 2015). Africa is therefore anticipated as the most negatively affected continent on the planet due to its relatively low adaptive capacity to climate changing severe projected impacts (UNEP, 2014).

As a graphic artist, you have been contracted to produce a visual statement to inform people about the state of Africa concerning climate change.

- a. What design style will you adopt?
- b. List and explain four reasons for selecting that design style.
- c. What design style should not be used and why? Give two reasons.

(30 Marks)

2. File formats are crucial when one is designing with different design applications on one project. To substantiate this claim, write a short note on the following file formats:
 - a. BMP
 - b. PICT
 - c. TIFF
 - d. JPEG
 - e. GIF
 - f. PNG

(20 Marks)

3. Images are an integral part of visual communication and have the power to influence people and persuade. With the aid illustrations, discuss two ways for presenting images.

(20 Marks)

4. Discuss the three stages a design goes through before the final soft copy of the designed visual statement is approved.

(20 Marks)

Index Number _____ Date ____/____/____ Signature _____

5. Many designers handle typography anyhow. As a graphic artist list and explain five importance of typography to educate some graphic artists on the need to treat types professionally because every type has a “form” and “content” which aid in facilitating easy comprehension of visual statements. **(20**

Marks)

*END*****