



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

END OF SEMESTER EXAMINATION FOR THE DEGREE OF

BACHELOR OF ARTS IN COMMUNICATION

SEPTEMBER-DECEMBER 2018 SEMESTER

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNICATION, LANGUAGES & LINGUISTICS

COURSE CODE: JMS205

COURSE TITLE: INTRODUCTION TO MULTIMEDIA DESIGN

EXAM DATE: MONDAY 10TH DECEMBER 2018

DURATION: 3 HOURS

TIME: 9:00AM-12.00PM

INSTRUCTIONS

- Read the instructions and questions carefully before you write the answers.
- Write your **STUDENT NUMBER** in the Answer Booklet given
- This examination script consists of **Five (5)** questions.
- Answer ALL questions in Section A and **any** other **TWO** Questions from Section B.
- *Write clearly and legibly.*
- *ALL PAC University's examination rules and regulations apply*

SECTION A IS COMPULSORY (30 MARKS)

Question ONE

- a) Discuss five elements of design

(10 marks)

- b) Explain the following components of typography in design.

- | | | |
|------|-----------|-----------|
| I. | Hierarchy | (2 marks) |
| II. | Kerning | (2 marks) |
| III. | Tracking | (2 marks) |
| IV. | Leading | (2 marks) |
| V. | Measure | (2 marks) |

- c) Elaborate on the various types of Multimedia designs

(10 marks)

SECTION B: CHOOSE ANY TWO QUESTIONS FROM THIS SECTION (40 MARKS)

Question TWO

The principle of balance is central to any design concept. Explain five types of balance that can be utilized in design

(20 marks)

Question THREE

Write short notes on the following

- | | | |
|------|----------------------|-----------|
| I. | Scale and proportion | (5 marks) |
| II. | Proximity | (5 marks) |
| III. | Space | (5 marks) |
| IV. | Repetition | (5 marks) |
| V. | Contrast | (5 marks) |

Question FOUR

Discuss the importance of the study of multimedia design to a communicating student in today's world

(20 marks)

Question FIVE

- a) Discuss the role of color in multimedia design.

(10 marks)

- b) Explain the different font types a designer can utilize in creating a multi-media design.

(10 marks)