

WOMEN'S UNIVERSITY IN AFRICA



Addressing gender disparity and fostering equity in University Education

FACULTY OF SOCIAL AND GENDER TRANSFORMATIVE SCIENCES

MASTER OF ARTS IN STRATEGIC COMMUNICATION

KMSC121: ADVANCED PUBLICATION AND DESIGN

DATE:

TIME: 3 HOURS

INSTRUCTIONS TO CANDIDATES

Answer **Question 1** and any other **three** questions

Question 1

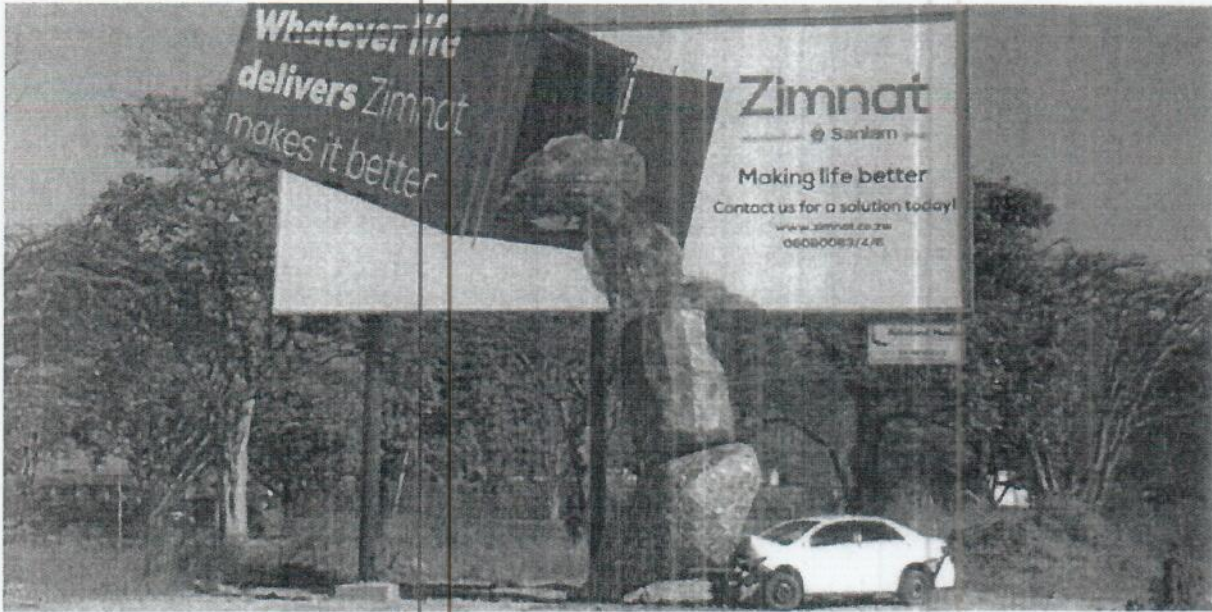


Figure 1. Outdoor advertising by Asklend Media

English copywriter Tony Brignull said,

"How simple it is. Just one picture and no more (ideally) than five words. In that brief twinkling of an eye, you have to arrest the attention, tickle the imagination, arouse the emotions, stimulate the desire. Just one image and a few words. These are all the weapons at an agency's disposal."

Meurs, L. V., & Aristoff, M. (2009). Split-Second Recognition: What Makes Outdoor Advertising Work. Journal of Advertising Research, 49 (1), 82-91

Required:

- Use at least four elements and at least four principles of design to reflect upon the design in Figure 1 [16]
- Is the design in figure 1 in sync with Tony Bignull statement. Discuss [12]
- Why was the work of art created in this particular style? Who is the audience? [12]

Question 2

- a) "Creativity can always be nurtured". Discuss. [15]
- b) Name any four things to take into considerations before starting a desktop publication assignment [4]
- c) Scale can be subjective or objective. Explain with an example what is meant by the terms objective and subjective scale. [6]

Question 3

- a) Briefly explain about the additive and subtractive colours. [4 marks]
- b) Explain the benefits of using colour in design with examples. [6 marks]
- c) Describe the followings regarding the colours.
- i. Tint
 - ii. Shade
 - iii. Tone
 - iv. Hue
 - v. Saturation
- [10 marks]

Question 4

- a) Why offset printing process is an indirect printing process? Explain. [4]
- b) Explain with an example how each of the following can add visual weight to your design elements.
- i. Position;
 - ii. Isolation; and
 - iii. Orientation
- [6]
- c) What is motion graphics? Give two applications of motion graphics and explain which elements you would use to achieve motion graphics in each case. [5]
- d) You are requested to create a Fashion Magazine. Describe your views on the specifications considering the followings.
- i. Designing software
 - ii. Colour mode and resolution
 - iii. Paper size, type and weight
 - iv. Printing and binding method
- [10]

Question 5

- a) Briefly explain the term “Typography”. [4]
- b) Describe how Typography plays an important role in Graphic Designing. [5]
- c) Briefly explain the followings
- i. Font
 - ii. Typeface
 - iii. Kerning
 - iv. Tracking
 - v. Leading [10]
- d) What is the effect of harmony in design? Give 3 ways in which you could achieve harmony when designing a logo. [6]

Question 6

- a) Is offset printing process an indirect printing process? Explain. [4 marks]
- b) Explain any two differences between print media and digital media. [8 marks]
- c) Briefly describe about copyright and explain how copyright support for artists. [8 marks]

END