

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

MAIN PAPER

MSC 121: ADVANCED PUBLICATION AND DESIGN

INTAKE 1: FIRST YEAR SECOND SEMESTER

DATE: 2020 TIME: 2 HOURS

INSTRUCTIONS TO CANDIDATES

Answer **Question 1** and any other **one** question

Question 1

- a) Define the following terms as used in Publication and design
 - (i) Kerning; [2]
 - (ii) Leading [2]
- b) Explain any two factors to consider when applying principles of document design. [6]
- c) “Creativity can always be nurtured”. Explain in your own words. [8]
- d) Explain any four basic design concepts to apply when designing a document [8]
- e) Name any four things to take into considerations before starting a desktop publication assignment. [4]

Question 2

- a) A newspaper classified sales clerk notes down this advertisement over the phone:

“Laptop for sale, Intel Pentium M 760 Processor 2.0 GHz, 512MB memory, 80GB hard disk. \$225. Excellent condition. Phone John Smith 417639.”

Describe five different features of a Word Processing package you could use to improve this advert. [10]

- b) Discuss ethical and copyright issues related to desktop publishing [10]
- c) List five factors to consider before purchasing a publishing software [5]

Question 3

- a) Explain with an example how each of the following can add visual weight to your design elements.
 - (i) Position
 - (ii) Isolation
 - (iii) Orientation [6]
- b) What is motion graphics? Give two applications of motion graphics and explain which elements you would use to achieve motion graphics in each case. [7]
- c) Scale can be subjective or objective. Explain with an example what is meant by the terms objective and subjective scale. [6]
- d) You need to design a poster for a marathon. You have been specifically requested to show a person running on the poster. Justify two ways in which you would illustrate movement in this case. [6]

Question 4

- a) A presidential aspirant for the forthcoming election has approached your publishing firm for the production of a campaign poster.
Identify any five critical information that must be collected before starting the work [10]
- b) You are working on a marketing campaign for a new brand of juice in Zimbabwe. What design considerations have to be made when choosing images for this campaign? Illustrate your answer with an example. [7]
- c) Give two reasons why images are effective in graphics design. [4]
- d) By understanding how to produce patterns, designers learn how to weave complexity out of elementary structures. What are the 3 basic forms that make up a pattern? How are they related to each other? [4]

Question 5

- a) Why are Gestalt Principles an essential part of graphic design? Explain the following Gestalt Principles with an example.
- (i) Uniform Correctness
 - (ii) Common Regions [7]
- b) Explain with an example what are complementary colours. Explain how they differ from split- complementary colours. [6]
- c) Colour can be described using the following 3 attributes:
- (i) Hue
 - (ii) Intensity
 - (iii) Value.
- Explain how each of these attributes characterize colours. [6]
- d) What is the effect of harmony in design? Give 3 ways in which you could achieve harmony when designing a logo. [6]

END