



MURANG'A UNIVERSITY OF TECHNOLOGY

SCHOOL OF EDUCATION, HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF HUMANITIES

UNIVERSITY ORDINARY EXAMINATION

2022/2023 ACADEMIC YEAR

**SECOND YEAR FIRST SEMESTER EXAM FOR BACHELOR OF JOURNALISM
AND MEDIA STUDIES**

CJM 203– GRAPHIC DESIGN

DURATION: 2 HOURS

INSTRUCTIONS TO CANDIDATES:

1. Answer Question one and Any other two questions.
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

SECTION A

QUESTION ONE: COMPULSORY (30 MARKS).

- a) Explain four impacts of technology advancement on graphic design. (8marks)
- b) Citing relevant examples, elaborate on five (5) importance of graphic in communication. (10marks)
- c) Describe four (4) types of graphic design. (8marks)
- d) Outline four (4) tools used in graphic designing. (4marks)

SECTION B: ANSWER ANY TWO QUESTIONS.

QUESTION TWO: (15 MARKS)

- a) Illustration is one of the software used in graphic design. Elaborate on the five functions of the illustrator tools.
- b) (10marks)
- c) Identify five factors to consider when designing a poster. (5marks)

QUESTION THREE: (15 MARKS)

- a) Describe five functions of indesign tools. (10marks)
- b) Highlight five types of publication you can design. (5marks)

QUESTION FOUR: (15 MARKS)

- a) Photo editing is done using Photoshop, Explain five tools you can use for Photoshop. (10marks)
- b) Outline five importance of editing a photo. (5marks)