



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

**2019/2020 ACADEMIC YEAR
SECOND YEAR SECOND SEMESTER**

SPECIAL/SUPPLEMENTARY EXAMINATION

**FOR THE DEGREE OF BACHELOR OF JOURNALISM & MASS
COMMUNICATION**

COURSE CODE: JMC 209

COURSE TITLE: VISUAL COMMUNICATTION

DATE: 17TH FEBRUARY, 2021

TIME: 11AM - 2.00PM

INSTRUCTION TO CANDIDATES

Answer Question **ONE** and any other **TWO** Questions. Avoid duplication of materials.

TIME: 2 Hours

This Paper Consists of 3 Printed Pages. Please Turn Over. ►

KIBU observes **ZERO** tolerance to examination cheating

QUESTION ONE – COMPULSORY (30 MARKS)

- a) Describe the term Visual Communication (6 marks)
- b) With vivid examples, describe different levels of human communication (24 marks)

QUESTION TWO (20 MARKS)

Visual communication helps in entertaining, persuading and informing the audience. Briefly outline and explain various forms of visual communication (20Mks)

QUESTION THREE (20 MARKS)

In visual communication sub- discipline, communicators use colours as a tool to send messages visually to the audience who unconsciously receives them. Explain the significance of the following colours:

- | | |
|-------------|-------------|
| i. Blue | vi. Purple |
| ii. Green | vii. Brown |
| iii. Yellow | viii. White |
| iv. Orange | ix. Gray |
| v. Red | x. Black |

QUESTION FOUR (20 MARKS)

Outline and explain the ethics for visual communication.