



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS**

**2023/2024 ACADEMIC YEAR**

**FOURTH YEAR FIRST SEMESTER**

**SCHOOL OF ARTS, HUMANITIES, SOCIAL  
SCIENCES & CREATIVE INDUSTRIES**

**COURSE CODE: CMJ4107-1**

**COURSE TITLE: EDITING AND GRAPHICS OF  
COMMUNICATION**

**DATE: 14TH DECEMBER 2023**

**TIME: 0830-1030HRS**

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**INSTRUCTIONS TO CANDIDATES**

Answer question **ONE** and any other **TWO** questions

*This paper consists of **THREE** printed pages. Please turn over*

## **QUESTION ONE**

a). Explain the following fundamental principles of editing in the context of communication. **(2MKS)**

- i. Clarity
- ii. Conciseness
- iii. Coherence
- iv. Correctness.

b). Briefly discuss the importance of graphics in communication. **(7MKS)**

## **QUESTION TWO**

a). With appropriate examples, explain 3 ways in which the combination of text and graphics can enhance the narrative and engage the audience. **(9MKS)**

b). Briefly discuss any 3 ethical considerations in editing and graphic design for communication. **(6MKS)**

## **QUESTION THREE**

a). Describe any three essential elements of graphic design in communication. **(6MKS)**

b). Outline the key steps and considerations for managing editing and graphics projects effectively. **(9MKS)**

## **QUESTION FOUR**

a). Explain the application of any 2 output and 2 input devices in graphics communication. **(6MKS)**

b). Discuss the importance of proofreading in the editing process **(9MKS)**

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