

**RONGO UNIVERSITY EXAMINATIONS 2016/2017 ACADEMIC YEAR**

**FOURTH YEAR, FIRST SEMESTER**

**FOR THE DEGREE IN BSc IN GRAPHICS, COMMUNICATION AND ADVERTISING,  
BSc IN COMMUNICATION AND JOURNALISM & BSc IN COMMUNICATION AND  
PUBLIC RELATIONS.**

**COURSE CODE: CMM 403**

**COURSE TITLE: COMMUNICATION AESTHETICS**

**INSTRUCTIONS: Answer Question ONE and any other THREE**

**QUESTION ONE**

Using your knowledge of Aesthetics, discuss how vision and light have been coupled with abstraction and materiality through computer imaging. **(25 marks)**

**QUESTION TWO**

Give THREE media artifacts in traditional African society, explain how they added beauty to an African lady. **(15 marks)**

**QUESTION THREE**

Discuss the following preposition:

“images on the post-photographic era can no longer be guaranteed as visual truth” (Mitchell 1992, P.57). **(15 marks)**

**QUESTION FOUR**

Explain why a photographic image gives more information than the written word. **(15 marks)**

**QUESTION FIVE**

Explain why in Aesthetics, images with deep depth of field can sometimes feel a bit flat. **(15 Marks)**

**QUESTION SIX**

Explain why beauty can be seen as not so by one person and to the other it is so. **(15 marks)**