



**BOWEN UNIVERSITY, IWO**  
**COLLEGE OF COMPUTING AND COMMUNICATION STUDIES**  
**MASS COMMUNICATION PROGRAMME**

**Second Semester 2022/2023 Examination**

**Course Title: Introduction to Visual Communication**

**Course Code: MAS 102**

**Unit: 2**

**Duration: 2 Hours**

**Instruction: Answer three questions in all. Question one is compulsory.**

1. Construct two images of your choice with captions, using the FOUR principles of graphics design.
2. Outline TEN forms of communication.
3. Explain FIVE visual graphics used in transmitting messages.
4. Write short notes on FIVE elements of graphics.
5. Using FIVE examples each, explain the TWO forms of communication that relate most to visual communication.