



NATIONAL UNIVERSITY OF LESOTHO
FACULTY OF HUMANITIES
BACHELOR OF JOURNALISM & MEDIA STUDIES
BJMS 2117 – Introduction to Digital Media & Design

June 2023

Marks: 100

Time: 3 hrs.

Instructions:

- Read all questions carefully before you answer.
- **Answer ANY FIVE (5) questions.**
- Number your answers exactly the same way they appear on the question paper.
- Please ensure that you proof-read all your answers.
- Marks will be deducted for untidy and/or illegible handwriting and grammar mistakes.
- Each question must be answered on a separate page.

Question 1

Jackson, C. & Ciolek, N (2017) argue that defining the intended audience and how they will engage with digital media content provides a solid blueprint for success of any visual communication project.

List **four** (4) aspects which a designer ought to think about to make a successful design project and **briefly discuss** each of the aspects which you have listed. Provide examples to support your answers.

[20]

Question 2

Design principles are the building blocks used in the creation of visual communication content. These principles are also referred to as the Gestalt laws of visual design.

List and **briefly discuss** four (4) visual design principles and **provide examples** where appropriate. **[20]**

Question 3

Study **Appendix 1** which is a home page of the Lesotho Institute of Accountants website. The page has been constructed using basic tools (or widgets in Readymag software).

You are contracted to be a web designer of the website as depicted on *Appendix 1*. Identify the four (4) basic tools (widgets) that have been used to build the webpage and briefly describe them. **[20]**

Question 4

Study the **Appendix 2** below, a front page of the Lesotho Times newspaper. The page could be designed with any of desk-top publishing software. As a Creative Director, you are

responsible for designing projects which could be a single page pamphlets, newspapers, magazines and books.

In reference to *Appendix 2* below, identify any of the **four design elements** used to design the newspaper page and provide a short description of how each element is used on the page.

[20]

Question 5

For effective communication in desktop publishing, a typesetter ought to be knowledgeable of typography, design elements and product output values.

A. Define the terms below:

- i. Typography.
- ii. Serif fonts.
- iii. Sans serif.
- iv. A5 paper.
- v. Vector image.

[10]

B. While there are hundreds of typefaces, there are few major groups of type.

Mention any four of these types and **briefly explain** each of the type you have chosen.

[10]

Question 6

Lesotho's National Strategic Development Plan II places creative industries as one of the key priority areas for national development.

Using an example of one creative enterprise, **explain fully** how creative industries could be used to create jobs and play a role in the development the economy of Lesotho. [20]

Question 7

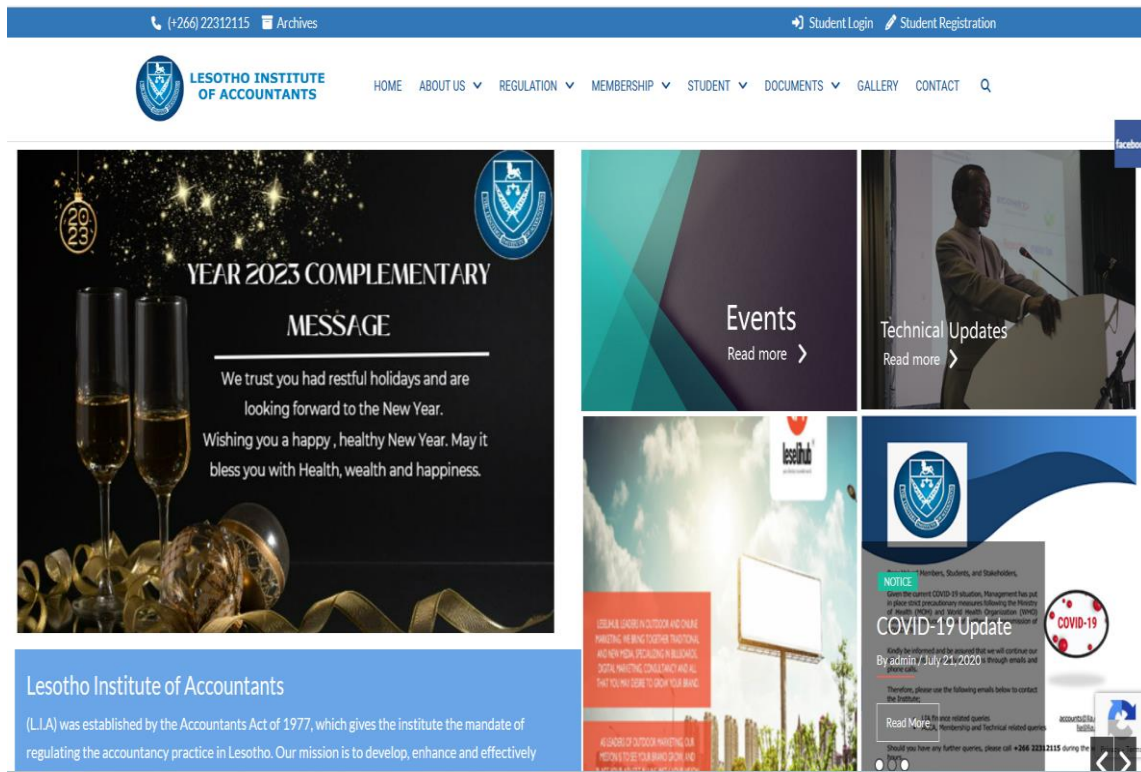
Lesotho's Copyright Order, 1989, is a law made "to make provision for copyright of literary, artistic and scientific works, to safeguard expressions of traditional and, cultural productions and for connected purposes."

A. The law provides a range of works of that are protected under this copyright law. Provide **four examples** of the works protected under this law. [8]

B. One of the biggest threats to digital media works is the ease of illegal duplication and easy distribution. Discuss fully how this infringement of copyright could negatively impact the works of creative individuals. [8]

C. On provisions not covered by law and fall with ethics, should parents post pictures of their children (especially infants and toddlers) online since they inherently cannot give consent? Substantiate your arguments. [4]

Appendix 1



Appendix 2

**TS'OARA BOHLE HOHLE
KA HAR'A NAHA**
Bua halelele ka litjeo tse tlaase

M50 = METSOTSO E 200
PENYA *100# KAPA U REKE KA ECOCASH

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Lesotho Times

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NEWS WITHOUT FEAR OR FAVOUR

M7.00 R 10.00

NGOs fight over EU money
page 5



16 principal secretaries intensify fight for their jobs
page 4



SAM Matekane.

Gvt moves to block floor-crossing

- Move will insulate PM from being ousted for at least three years . . .
- It comes amid an alleged plot by frustrated RFP MPs to help the opposition unseat Matekane . . .

Story on page 2