

**COVENANT UNIVERSITY
NIGERIA**

*TUTORIAL KIT
OMEGA SEMESTER*

**PROGRAMME: MASS
COMMUNICATION**

COURSE: MAC 221

DISCLAIMER

The contents of this document are intended for practice and leaning purposes at the undergraduate level. The materials are from different sources including the internet and the contributors do not in any way claim authorship or ownership of them. The materials are also not to be used for any commercial purpose.

MAC 221: EDITING AND GRAPHICS OF COMMUNICATION

Contributors: DR OMOJOLA

1. Explain the Link between graphics, editing and communication.
2. What do Congruence and Incongruence mean in the study of graphics?
3. Why do edit?
4. Discuss a culturally meaningful message.
5. Explain the two basic types of graphics.
6. Distinguish between 2D and 3D graphics.
7. Describe the Graphic User Interfaces you know.
8. Discuss the GP (not GCP).
9. What are output devices?
10. What is a type?
11. What is X-height and how important is it to the anatomy of type.
12. Typography is the study of a type and the space around it. Discuss
13. What is leading (Lheding) in typography? Distinguish leading from kerning and tracking.
14. How relevant are subeditors?
15. List out four elements in text editing and explain their relevance.
16. List the character counting systems that you know and explain each of them.
17. Compare and contrast photograph and text.
18. Ethics of image editing is crucial in graphics. Explain.
19. Give the tips for writing a good caption.
20. Why are layout and design imperative?

ANSWER

1. Hint: Graphics can be text or image. Before any of the two can make meaning, it has to be edited. Editing is basically an improvement process by two or more persons to make graphics – text or image meaningful to an intended audience.

2. Hint: Congruence means that the meaning inputted into graphics by the source is the same or similar to that imputed by the audience. It is incongruence when meanings at both end varies. For instance, many years ago, This Day Newspaper published the photographs of beauty queens who were scheduled to stage a show. There was a riot by Islamists in Abuja in response to the publication. They claimed publishing such was immoral. There was in incongruence in meaning. The meaning the Islamists inputted was at variance with that of the publishers of the graphics.
3. You edit because you must. You edit for clarity and facts, for grammar and style, for common mistakes, for typographic misplacements, for space, for pre-press production and to avoid litigation.
4. When your message is culturally meaningful, it means your message is simply doing any of these: Persuading, informing, educating or entertaining.
5. The two are vector graphics and bitmaps. Vector graphics which can be created on a computer without the aid of third party system or facilitation. For instance, you can easily create text, circles, ellipse, triangle etc on your system. Bitmaps on the other hand require an external input. For example, to treat a photograph, you must have taken it by a camera either fitted to the computer or external to the computer. You can also scan an image into a computer.
6. Clue: 2D Graphics are those with at most two sides visible to the eye while 3D has at least three sides visible to the eye.
7. List: Menus, Icons, windows, common widgets, pointing devices, etc.
8. GCP means the Graphic Process. It involves formulation of design policy, determination of typography, orientation of Designers/Sub editors, Execution and evaluation of policies.
9. Output devices are basically printers. They include: the dot matrix printer, inkjet, laser, electrostatic printer, etc.
10. A type is a print character, with a tone, personality and latent communication or transmission value.