

FINAL EXAM

ANS 1 A **design** is a plan or specification for the construction of an object or system or for the implementation of an activity or process, or the result of that plan or specification in the form of a prototype, product or process. The verb to **design** expresses the process of developing a **design**.

ANS 2

- 1 INTERESTING THE READER [CREATING INTERESTING ZONE +GUIDING THE READERS EYE].
- 2 FAVOR THE RETENTION MECHANISM [TO DELIVER AN EFFICIENT MESSAGE

ANS 3 sender

receiver

ANS 4 MESSAGE

ANS 5 act of articulating a message around an idea,a concept to solve a problem to achieve goals,ALSO= GENERAL AND ABSTRACT MENTAL REPRESENTATION

ANS 6 B

ANS 7 RECOGNIZING A TARGET MARKET HELPS YOUR ORGANIZATION CREATE COMPELLING ADVERTISING CORRESPONDENCE SYSTEM.AN OBJECTIVE MARKET IS A LOT OF PEOPLE HAVING COMPARABLE NEEDS OR QUALITIES THAT YOUR ORGANISATION PLANS TO SERVE

ANS 8 B

ANS 9 RULE OF THIRDS

ANS 10 FALSE

ANS 11 FALSE

ANS 12 TRUE

ANS 13 [b]

ANS14 HARMONY IS THE PRINCIPLE OF DESIGN that states that all elements should for a whole .

ANS 15 HIERARCHY

Ans16 cyan ,magenta and yellow

ANS 17 RED GREEN AND BLUE

ANS 18 B

ANS 19 THE RESULTS OF DECREASING THE SATURATION OF A COLOR TO ZERO IS THAT IT TURNS SHADE OF GRAY

ANS 20 COMPLEMENTARY COLOR

ANS 21

ANS 22 TRUE

ANS23 THE COMPLEMENTARY COLOR OF 10 IS 4

#7= RED AND YELLOW

#3=2,3,4