MIDTERM

ANS1**Mass** - Here, mass is interchangeable with volume. A mass is a solid body or a grouping of visual elements (line, color, texture, etc.) that compose a solid form. Volume is a three-dimensional form comprising length, width, and depth. Three-dimensional forms contain points (vertices), lines (edges), and planes (surfaces). A mass is the two-dimensional appearance of a three-dimensional form.

ANS2 ***LINE ELEMENT IS USED TO TRACE CONTOUR***

ANS3 ***THE RECTANGLE,THEELIPSE AND THE TRIANGLE .***

ANS4 ***ATTRIBUTES OF LINE ARE ITS TYPE,ITS WIDTH AND ITS COLOUR.***

ANS5 ***IT IS CALLED LEMNISCATE.***

ANS6 patterns are called recognizable shapes that can represent various things (e.g stop signs and direction signs )

ANS7 texture is non-geometrical shape with natural aspect

ANS8 a pattern is a visual element that repeats,such as plain and stripes whereas texture can be felt such as the surface of a brick or a piece of burlap.

ANS9 ***IN COLOR,THE WORD TINT IS USED TO REFERENCE ,HOW LIGHT A COLOR SHADES ARE DERIVED FROM A COMBINATION OF HUE AND WHITE.FOR INSTANCE RED, WHEN SATURATED WITH WHITE CREATES A TINT OF PINK CONTRAST SHADE.***

ANS10 in colorimetry and color theory, **lightness**, also known as value or **tone**, is a representation of variation in the perception of a color or color space's brightness. It is one of the color appearance parameters of any color appearance model.

ANS11ales hass and grid are two important principles used to organise text contents in a composition

ANS12 unity and variety is the design principle stating that a composition’s many elements form a whole

ANS13 two dimensional object with greater visual weight in a composition is named the area where the reading is guided ,the one that attracts attention .

ANS14the gesalt law of proximity is the principleof design used when elements are close to each other or superimposed so the reader understand they are associated

ANS15 negative space,in art is the space around an between the subject of an image .negative space may be most evident when the space around a subject,not the subject itself,forms an interesting or artistically relevant shape and such space occasionally is used to artistic effect as the “real”subject of an image .