

NCC FINAL PAPER

ANS:1 to communicate a message or to express a concept a certain way with a certain style is called design.

ANS:2. Interesting the reader (creating interest zone(s) + guiding the reader's eyes)

- Favor the retention mechanism (to deliver an efficient message)

Ans:3

communication strategies

- Snowball effect (people tend to imitate each other)
- Propaganda

Ans4.

Message

Ans5.

Ans6.

D. direct in person personal communication

Ans7.to define properly to receiver it is important to study the target publics in order to produce an efficient communication.

Ans8.

C

Ans9. POWER EXIS is called the composition rule in which the composition is divided by a grid into nine equal cases.

Ans10 true

Ans11 true

Ans12 true

Ans13

B and d

Ans14 unity

Ans15

Hierarchy is principle of design states that some text element need to have more importance than other.

Ans16

1 yellow 2) magenta 3) cyan

Ans17 equal mix of two primary colors produces a secondary color.

Ans18 b

Ans19 it turns grey

Ans 20 complimentary color

Ans21 by changing the tint of color

Ans22 true

Ans23

A)4

b) 12and 2

c) 2,3 and1