

Fundamental Notions Of Concepts And Colours

Final Exam

Answer 1. Design is the process of imagining and planning the creation of objects, systems, buildings, vehicles, etc. It is about creating solutions for people. To communicate a message or to express a concept a certain way with a certain style.

Answer 2. 1. The purpose of design is much more closely linked to strategy than aesthetics.

2. Intentionally creating something while simultaneously considering it's objective. Design is about improvements.

Answer 3. 1. Propaganda 2. Uses and gratifications 3. Two steps flow

Answer 4. Message

Answer 5. Sender • Communicator

- Client
- Spokesperson
- The reel sender is the client •

Receiver • Receivers have specificities

Answer 6. B (Mass Media)

Answer 7. In order to adapt or give message(communication) correctly .

Answer 8. B

Answer 9. Power Axis

Answer 10. False

Answer 11. True

Answer 12. True

Answer 13. E.

Answer 14. The Principles of Design are achieved through the use of the Elements of Design. Each principle applies to each element and to the composition as a whole.

Answer 15. Html tags.

Answer 16. Cyan , Megenta , Yellow

Answer 17. Orange , Purple ,Green

Answer 18. B.

Answer 19. Decreasing saturation of color turns it into grey color.

Answer 20. Complimentry colors

Answer 21. It is possible by changing the tint of color.

Answer 22. True

Answer 23. 1. 4

2. Red Purple Orange

3. Red and Orange