

ANSWER'S

1. **Design** is the process of imagining and planning the creation of objects, systems.

2. 1.sell product and services 2.Maintaina coporate image/a brand.

3.1. Two steps flow 2. Uses and gratifications

4.Message.

6.D.

7. **Identifying a target publics** helps you to develop effective **public** communication strategies. A **target public** is a set of individuals sharing similar needs or characteristics that you hopes to serve.

8.c

9.Rule of thirds.

10. true

11.false

13.G.

12.true

14. unity, harmony, balance, rhythm, contrast, dominance, and gradation

16.cyan,magenta,yellow.

15.

17.secondary color produces by mixing of two additive primary colors in equal proportion.

18.e.

19. Increasing brightness turns a blue into a lighter sky blue but without making it gray.

20. Complementary **Colors**

21.

22true

23

1.3

2.2

3.red and orange.

