ANSWER.1 - a plan or drawing produced to show the look and function or workings of a building, garment, or other object before it is built or made. an arrangement of lines or shapes created to form a pattern or decoration

ANSWER .2- Each design objective described herein is significantly important, yet it is just one aspect of what it takes to achieve a successful project. A truly successful project is one where project goals are identified early on and where the interdependencies of all building systems are coordinated concurrently from the planning and programming phase. Further, all WBDG design objectives: accessible, aesthetics, cost effective, functional/operational, historic preservation, productive, secure/safe, and sustainable and their interrelationships must be understood, evaluated, and appropriately applied.

ANSWER 3 - The process of communication can be described in the following manner: The sender sends a “message” using a “medium” and a “channel” to the “receiver”. The message arrives in the sensory world of the receiver. The receiver’s brain filters the message on the basis of his/her knowledge, emotions, attitudes, and biases and gives the message a unique meaning. This meaning may trigger a response which the mind of the receiver forms. The receiver encodes his/her response and sends it across as “feedback” into the sensory world of the sender. This completes one cycle of communication and the process continues in a cyclic manner, i.e. cycle after cycle, as long as the people involved care to communicate.

ANSWER 4- MEDIUM/CHANNEL

ANSWER 5- Communication is a two-way process involving the following elements: a sender, a message, a medium, a channel, a receiver, a response and feedback. However, it is not sufficient to have just all these elements; there should be cooperation and understanding between the two parties involved. It is important to have a common frame of reference or context for successful and meaningful communication, e.g. a common language or common interpretation of a gesture. Essentially communication involves the sender or the communicator and the receiver. Both should necessarily share a mutually accepted code e.g. a common language. The context in which the communication takes place is called the “communication environment”. The content of the code is sent in a certain medium (oral, written or non-verbal) using channels (air, mikes, body, pictures, text, etc.) in the form of encoded messages. The “code” is not restricted to only language; it may also involve the use of costumes, gestures, colors among other things.

ANSWER 6- B

ANSWER 7 -In creating a new service, startups need to focus on fundamentals such as solving a problem or addressing a need in a new or different way.

As important is identifying the businesses or individuals who will buy their product – otherwise known as target audiences.

At a high level, target audiences can be quickly defined. For example, the target audience for accounting software could be people who want to organize their finances to operate their businesses more efficiently. This offers a good starting point to create messaging to drive marketing and sales.

In most cases, however, there has to be a more granular approach to target audiences. Why? The reality is a product can appeal to a variety of buyers who may have different needs and goals. It means a one-size-fits-all marketing and sales approach may not work because it’s not focused enough

ANSWER 8- A\

ANSWER 9 - The **rule of thirds** is a "[rule of thumb](https://en.wikipedia.org/wiki/Rule_of_thumb)" or guideline which applies to the process of composing [visual images](https://en.wikipedia.org/wiki/Visual_arts) such as [designs](https://en.wikipedia.org/wiki/Design), [films](https://en.wikipedia.org/wiki/Film), [paintings](https://en.wikipedia.org/wiki/Painting), and [photographs](https://en.wikipedia.org/wiki/Photography).[[1]](https://en.wikipedia.org/wiki/Rule_of_thirds#cite_note-1) The guideline proposes that an image should be imagined as divided into nine equal parts by two equally spaced horizontal lines and two equally spaced vertical lines, and that important compositional elements should be placed along these lines or their intersections.[[2]](https://en.wikipedia.org/wiki/Rule_of_thirds#cite_note-2) Proponents of the technique claim that aligning a subject with these points creates more tension, energy and interest in the composition than simply centering the subject.

ANSWER 10- TRUE

ANSWER 11-FALSE

ANSWER 12- TRUE

ANSWER 13- G

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. **The Principles are: unity, harmony, balance, rhythm, contrast, dominance, and gradation.**

**Unity** … Echoes of all elements relating.

**Harmony** … Within each element and as a whole.

**Balance** … With the "weights" of the segments of each element.

**Rhythm** … Variety and Repetition.

**Contrast** … Alternation.

**Dominance** … Within each element. (Center of Interest, Focal Point)

**Gradation** … Modeling, (3-D effect), Transitions.

### ANSWER 15- Emphasis

Emphasis deals with the parts of a design that are meant to stand out. In most cases, this means the most important information the design is meant to convey.

ANSWER 16 - The three primary colors are colors made with CMYK (cyan, magenta, and yellow), and when mixed, they are darker and approach black. It is called subtractive color mixing. In theory, mixing these three colors in the same proportion will turn black, but in actuality dark brown is the best. It is a color that lights and looks reflected. What comes out of printing, such as books and flyers, is made of the three primary colors. When printing, black is added as a key plate to improve color stability.

ANSWER 17- Red, yellow and blue are the primary colors. Primary colors are the most basic colors. You can't make them by mixing any other colors. Orange, green and purple are the secondary colors. A secondary color is made by mixing two primary colors. For instance, if you mix red and yellow, you get orange

ANSWER 18 – E) NONE OF THE ABOVE

ANSWER 19- . Decreasing saturation turns the colors into gray shades.

ANSWER 20 - **Complementary colors** are pairs of [colors](https://en.wikipedia.org/wiki/Color) which, when combined or [mixed](https://en.wikipedia.org/wiki/Color_mixing), cancel each other out (lose [hue](https://en.wikipedia.org/wiki/Hue)) by producing a [grayscale](https://en.wikipedia.org/wiki/Grayscale) color like [white](https://en.wikipedia.org/wiki/White) orblack *d*When placed next to each other, they create the strongest contrast for those two colors. Complementary colors may also be called "opposite colors."

Which pairs of colors are considered complementary depends on the color theory one uses:

* Modern color theory uses either the [RGB](https://en.wikipedia.org/wiki/RGB_color_model) [additive color](https://en.wikipedia.org/wiki/Additive_color) model or the [CMY](https://en.wikipedia.org/wiki/CMYK_color_model) [subtractive color](https://en.wikipedia.org/wiki/Subtractive_color) model, and in these, the complementary pairs are [**red**](https://en.wikipedia.org/wiki/Red)**–**[**cyan**](https://en.wikipedia.org/wiki/Cyan), [**green**](https://en.wikipedia.org/wiki/Green)**–**[**magenta**](https://en.wikipedia.org/wiki/Magenta), and [**blue**](https://en.wikipedia.org/wiki/Blue)**–**[**yellow**](https://en.wikipedia.org/wiki/Yellow).

ANSWER 21- Intensity, also called chroma or saturation, refers to the brightness of a color. A color is at full intensity when not mixed with black or white - a pure hue. You can change the intensity of a color, making it duller or more neutral by adding gray to the color. You can also change the intensity of a color by adding its complement (this is the color found directly opposite on the traditional color wheel). When changing colors this way, the color produced is called a tone.

When you mix complementary colors together, you produce a dull tone. However, when you put complementary colors side by side, you increase their intensity. This effect is called simultaneous contrast - each color simultaneously intensifies the visual brightness of the other color.

ANSWER 22 –FALSE

ANSWER 23-A. VIOLET

B. **Green** mixed with Quinacridone Gold

C.