

Fundamental Notions of Concept and Colors

Final Exam

Ans1. Design means to communicate a message or to express a concept in a certain way and with a certain style.

Ans2. The two other main goals of design when creating an advertising poster are produce or maintain a corporate image and the second one is sell a product or service.

Ans3. The strategies that we learned during this course was Design and style.

Ans4. Message.

Ans5.

Ans6. (D)

Ans7. Recognizing an target market helps your organization create compelling advertising correspondence systems. An objective market is a lot of people having comparable needs or qualities that your organization plans to serve.

Ans8. (C)

Ans9. Aligning a composition according to Rule of thirds creates more tension, energy and interest in the composition than simply centering the feature would.

Ans10. False.

Ans11. False.

Ans12. True.

Ans13. (D)

Ans14. Harmony is the principle of design that states that all elements should for a whole.

Ans15. Hierarchy principle.

Ans16. Cyan , magenta and yellow.

Ans17. Orange, green and purple are the secondary colors. These are made by mixing two primary colors. For example, the mixture of yellow and red make orange , if we mix red and blue we get purple and the mixture of blue and yellow make green.

Ans18. (B)

Ans19. The result of decreasing the saturation of a color to zero is that it turns the colors into grey shades.

Ans20. The colors which are directly opposed to another one are known as complimentary colors.

Ans21. We can change the intensity of color.

Ans22. True

Ans23. (a)The complimentary color of 10 is 4.

(b) red and yellow

(c) 2,3,4