

Answer 1: A design is a plan or specification for the construction of an object or system or for the implementation of an activity or process, or the result of that plan or specification in the form of a prototype, product or process. The verb to design expresses the process of developing a design.

Answer 2: Interesting the reader ( creating interest zone (s) + guiding the reader's eyes). Favor the retention mechanism( to deliver an efficient message)

Answer 3: 1) Snowball effect 2) Two steps flow.

Answer 4: Message

Answer 5:

Answer 6: d)

Answer 7: Identifying a target market helps your company develop effective marketing communication strategies. A target market is a set of individuals sharing similar needs or characteristics that your company hopes to serve. These individuals are usually the end users most likely to purchase your product.

Answer 8 : Subordinate

Answer 9: Rule of thirds

Answer 10: True

Answer 11: False

Answer 12: True

Answer 13: e)

Answer 14:Unity

Answer 15 : Hierarchy

Answer 16: 1) Yellow 2) Magenta 3) Cyan.

Answer 17: Equal mix of two primary colors produces a secondary color.

Answer 18: b)

Answer 19 : The result of decreasing the saturation of a color to zero is that it turns color into grey shades.

Answer 20: Complimentary color.

Answer 21: By changing the tint of color.

Answer 22: True

Answer 23: a) 4 b) 10 and 2 c)