

Fundamental Notions of Concepts and Colors

FINAL

ANS 1. To communicate a message or to express a concept in a certain way with a certain style.

ANS 2. Concept and Effects are two other main goals of a design when creating, for instance , an advertising.

ANS 3. The two of three communication strategies learned during this course are:\

- a. Snowball effect,
- b. Two step flow.

ANS 4. SENDER>MESSAGE>RECEIVER.

ANS 5.

ANS 6. Direct in person personal communication is best communication approach.

ANS 7. It is important to study the target publics in order to produce an efficient communication because the public is of different type as some are socio-cultural, socio-economical, psychological or accessible to communication.

ANS 8. Dominant is the character which is not on a power line.

ANS 9. Rule of thirds is called the composition rule in which the composition is divided by a grid into nine equal cases.

ANS 10. False.

ANS 11. True.

ANS 12. True.

ANS 13. RGB is color mode which produce white color.

ANS 14. Harmony is the principle which states that all elements should for a whole.

ANS 15. Dominance is the principle of design which states that some text elements need to have more importances than others.

ANS 16. Cyan, Magenta and Yellow are the three primary colors in CMYK.

ANS 17. Mix of two primary colors, makes a secondary color.

ANS 18. Equal amount of primary and secondary color produces a tertiary color.

ANS 19. The result of decreasing the saturation of a color to zero is that the color turns into gray.

ANS 20. Complementary color is the name of a color directly opposed to another one.

ANS 21. The strength of color can be decreased without having this color taking a gray aspect by adding its complimentary color into it.

ANS 22. True.

ANS 23. (A) #4 is the complimentary color of #10.

(B) To get #7, we need to mix color #2 & #12.

(C) #4 & #2 are the colors used to produce a three tones analogous scheme using #3.