

Ans: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.

Ans:2 1. pick a relevant or branded color scheme for advertising poster designing.

2. use the relevant taglines according to brand .

Ans:3 1. Propaganda

2. Two steps flow

3. snowball effect

Ans:4 Message .

Ans:5 elements: source sender, receiver

Agents: sites, messages.

Ans:6 D

Ans: 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.

Ans:8 C

Ans:9 Rule of thirds (power axis)

Ans :10 True

Ans:11 True

Ans:12 True

Ans: 13 E

Ans: 14 unity

Ans:15

Ans:16 cyan, magenta, yellow .

Ans:17 equal mix of two primary colors produces a secondary color.

Ans:18 B

Ans:19 it turns into grey shades .

Ans: 20 complimentary color

Ans: 21 By changing the tint of color.

Ans: 22 True

Ans: 23 4,

12,2

2,3,1

