

A 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.

A 2.

1. develop strategies to reach different public.

2. mastering in the different media

A 3.

1. Snowball effect

2. Two step flow model

A 4

MESSAGE .

A 5

The communication act is that the sender sends the message to the receiver and when the receiver receives the message, the response goes back to the sender .

A 6

D. direct in person personal communication .

A 7

Because it helps to reach a readership of a publication, advertisement, or other message. In marketing and advertising, it is a particular group of consumers within the predetermined target market, identified as the targets or recipients for a particular advertisement or message.

A 8

C .subordinate

A 9

Rule of third

A 10

TRUE

A 11

FALSE

A 12

false

A13

d. RGB

A14.

A15.

HIERARCHY

A16

cyan, magenta, yellow

A17.

Purple (red +blue )

Green (blue + yellow )

Orange (red + yellow)

A18.

B

A19

If we decrease the saturation of color to zero it become gray.

A 20.

Complimentary color schemes .

A 21.

We tint the color to decrease the strength of color without having this color taking a gray aspect.

A 22.

TRUE

A 23.

4

12 AND 2

3,2 AND