

Mid term exam

1.Name the element of design that has a position but that doesn't stretch in space?

Ans : 1 Mass

2 Line

3 Color

2. What element of design is used, for instance, to trace a contour?

Ans : Line

3. Name the three primary shapes.

Ans : 1.Rectangles.

2. Elipse.

3. Triangles.

4. Name the three possible attributes of a line.

Ans: 1 Its Type.

2. Its Color.

3. Its width.

5 Name the shape representing infinite (eternal cycle):

Ans : The infinity symbol (sometimes called the lemniscate) is a mathematical symbol representing the concept of infinity

6. How are called recognizable shapes that can represent various things (e.g. street signs or toilet sign)?

Ans :

7. How is called a non-geometrical shape having a natural aspect?

Ans : A non geometric shape can be defined as shapes with irregular contours, and whose edges are not straight shapes such as rectangle , square and circle .

8. Explain what's the difference between a texture and a pattern :

Ans: A pattern is a visual element that repeats, such as plaid or stripes, where as texture can be felt, such as the surface of a brick or a piece of burlap.

9. What's a tint?

Ans : In color theory, a tint is a mixture of a color with white, which reduces darkness, while a shade is a mixture with black, which increases darkness

10. What term is used to name the lightness level of a tone?

Ans In colorimetry and color theory, lightness, also known as value or tone, is a representation of variation in the perception of a color or color space's brightness. It is one of the color appearance parameters of any color appearance model.

11. Name two important principles used to organize text contents in a composition (e.g. the job offer you created in-class):

Ans : 1. Contrast.

2. Alignment.

12. Name the design principle stating that a composition's many elements must form a whole.

Ans : C.R.A.P. (contrast, repetition, alignment, and proximity)

13. In a composition, how is named the area where the reading is guided, the one that attracts attention?

Ans : Introduction.

14. What is the principle of design used when elements are close to each other or superimposed so the reader understand they are associated?

Ans : Overlapping element.

15. Explain what is negative space?

Ans : Negative space is the space around and between the subject of an image.

