**FINAL EXAM(NCC)**

1. Design is a construction of object or system or can be a whole process.Sometimes if we construct or make something without any proper plan is also a design .Design is used to improve the visual appearance and message we send.All the publishing industry used designers for print books, magazines etc.It is a plan for the construction of an object.
2. Two goals of design are as follow

(a) To sell a product or service

(b) Make design as real as possible.

1. (1) Snowball Effect

(2) Two steps flow model

4. Message

5. In communication act between agents and elements there is sender and a receiver. In sender there can be different objects that can send message that is communicator , client, spokesperson or client.The element can be varied by the clients or publics like socio cultural,psychological and socio economical.Receivers can also be different for eg. Audience can be unconcerned,potential,informed audience and active.

6.(D)

7.Knowing the public when we are targeting them is very important because if our meaage fails and we cant convey what we want to do then it is waste of energy and time.So we have to know our audience/public that they are really want to listen that thing which we are conveying.By knowing our public it can increase our sales and reduce waste efforts because we already know what is in the trend.

8.(B)

9.Rule of thirds

10.True

11.True

12.True

13.(D)

14.Unity

15.Harmony

16.Cyan , magenta and yellow

17. (a)purple =Red + blue

(b)Green = Blue + yellow

(c) Orange = Red + yellow

18.(B)

19. If we decrease the saturation of a color to zero it will become grey.

20.Complimentary color schemes.

21.If we tint a color we can decrease the strength of a color without in gray aspect.

22.True

23.(1)#4

(2)#12 and #2

(3)#2 and #4