

# Final

Answer 1 – design is a work process which has a user perspective and drives development based on your specific person needs. The design process varies between different projects and design fields.

Answer 2 -Interesting the reader (creating interest zone(s) + guiding the reader's eyes)  
Favor the retention mechanism (to deliver an efficient message)

Answer 3 – 1 propaganda

2 two step flow

Answer 4 – message

Answer 5 -

Answer 6 – direct in person personal communication

Answer 8 – subordinate

Answer 7 - Identifying a target market helps your company develop effective marketing communication strategies. It helps to create loyalty

Answer 9 – rule of thirds

Answer 10 – true

Answer 11 –false

Answer 12 – true

Answer 13 – B and D

Answer 14- unity

Answer 15 – hierarchy

Answer 16 – cyan, magenta, yellow

Answer 17 – red + yellow = orange secondary color

Answer 18 – equal parts of a primary and of a secondary color

Answer 19 – it turns grey

Answer 20 – complimentary color

Answer 21 – BY CHANGING THE TINT OF COLOR

Answer 22 – true

Answer 23 a) 4

b) 12 and 2

c) 3,2 and 1