

## Fundamental Notions of concept and color (NCC)

### Final exam

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. Use his talent for the client and analyses the mandates.

Ans 3.

1. Snowball effect

2. Propaganda

Ans 4. Sender is the source of the message or the person who originates the message and sends it to the Receiver.

Ans 5.

1. Sender

- Communicator
- Client
- Spokesperson
- The reel sender is the client

2. Receiver

- Receivers have specificities

Ans 6.

D) direct in-person personal communication.

Ans 7. It is important to study the target publics in order to produce an efficient communication because it help to sell a product or service, produce or maintain a corporate image, a brand, etc.

Ans 8. c)

Ans 9. Rule of thumb.

Ans 10. False.

Ans 11. False

Ans 12. True

Ans 13. b)

Ans 15. Hierarchy is a principle of design that states that some text elements need to have a more importance than others.

Ans 16. Cyan, magenta, yellow

Ans 17. Red, green and blue

Ans 18. B)

Ans 19. When the situation is zero , what will u see is a shade of grey.

Ans 20. Complimentary color.

Ans 21. By changing the tint of color.

Ans 22. true

Ans 23. A) 4

b) 1 and 3

c) 2,3 and 4