

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.

2).Interesting the reader, Favor the retention mechanism.

4).Message

5).

3).snowball effect, two-step flow model,uses and gratification.

6).D

8).c

9). Rule of thirds.

10).False.

11).False

12).True

13).E

14).unity.

16).Cyan, Magenta, Yellow.

17). A **secondary color** is made by **mixing** two primary **colors**. For instance, if you **mix** red and yellow, you get orange.

18).B

19). **Decreasing saturation** turns the **colors** into gray shades.

20). Complementary **Colors** are any two Hues **directly** opposite each other on the Basic **Color** Wheel.

15). Hierarchy is **another principle of design** that directly relates to how well content can be processed by people using a website. It refers to the **importance** of **elements** within a **design**. The most **important elements** (or content) should appear to be the most **important**.

21). You can also change the **intensity of a color** by adding its complement . When you mix complementary **colors** together, you produce a dull tone.

23).4,

12,2

4,5

22).False

7).**Identifying a target market** helps your **company** develop effective **marketing** communication strategies. A **target market** is a set of individuals sharing similar needs or characteristics that your **company** hopes to serve. These individuals are usually **the** end users most likely to purchase your product.