

Final

1. Design is a work process which has a user perspective and drives development based on your specific customers' needs. ... The design process varies between different projects and design fields. Most designers have their own description of the design process but mostly these resemble each other. To communicate a message or to express a concept a certain way with a certain style.
2. Uses his talents for the client and Analyses the mandates
3. Propaganda Uses and gratifications.
4. Message.
5. In communication act , theier are two specific actors.
 1. Sender in which there are communicators client and spokesmen and the real sender in this act.
 2. receiver have specification.
6. d)
7. It is important to study the target publics in order an efficient communication because it help to sell a product or service, produce or maintain a corporate image / a brand, etc.
8. b)

9. rule of thumb

10. false

11.false

12.true

13.c)

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

16. Cyan, Magenta, Yellow

17. red, green and blue

18. b)

19. When the saturation is zero, what you will see is a shade of gray.

20. Complementary Colors is a name a color directly opposed to another one .

21. Properties of Color: Hue; Color Value; Intensity.

22.false

23. a) #4

b) #1 & #3

c) #2 #3 #4

