

NCC FINAL EXAM

ANS 1- In a certain way with certain style to express a concept or to communicate a message is called design.

ANS 2- Creating interest zone and guiding the reader's eyes are main goals when creating a poster.

ANS 3- Snowball effect ,and uses and gratifications.

ANS 4- MESSAGE

ANS 5-

ANS 6- Direct in person personal communication is known as the best communication approach.

ANS 7-To define properly or to give correctly information to receiver, It is important to study the target publics in order to produce an efficient communication.

ANS 8- C

ANS 9- POWER EXIS is called the composition ,is divided by a grid into nine equal cases.

ANS 10- TRUE

ANS 11- TRUE

ANS 12- TRUE

ANS 13- B AND D

ANS 15- Hierarchy is principle of design states that some text elements need to have more important places than others.

ANS 16- CYAN, MAGENTA AND YELLOW are three primary colors in CMYK.

ANS 17- The mix of two primary color in equal proportions produces a secondary color. For example a mixture of green and red is yellow.

ANS 18- B

ANS 19- The result of decreasing the saturation of a color to zero turns into grey color.

ANS 20- Complimentary colors are directly opposed to another one for instance red and green

ANS 21- It is possible to decrease the strength of a color without having this color taking a gray aspect by changing the tint of color.

ANS 22- TRUE

ANS 23- A= 5

B=1, 2

C=1,3