

## Assignments for Week 2

*Some questions may have multiple correct answers.  
Please select multiple correct answers as the case may be.*

1. Message and Observation in context to information conveyance is related to:
  - Recognition
  - Perception
  - Prioritization
  - Profession
2. Which process of visual perception is related to past experience?
  - Bottom Up
  - Top Down
  - Both
  - None
3. What played a major role in changing artistic notion of visual communication design into channel of effective communication in 1950s?
  - Multi-disciplinarity
  - Craftsmanship
  - Technology
  - Multi-modality
4. Very often information propagation through media involves usage of multiple media, with consideration of multiple cultures, which design aspect connects them together?
  - User-sensitivity
  - User-centricity
  - User-activity
  - User-connectivity
5. What are two important aspects of effective visual composition?
  - Principles, Elements
  - Principles, Effects
  - Process, Elements
  - Process, Effects
6. Which of the following involve repetition?
  - Pattern
  - Harmony
  - Rhythm
  - Proportion

7. Fill in the gap: The amount of darkness or black in a colour is related to

- Value
- Hue
- Saturation
- Chroma

8. Visual balance is only possible when there is a reflection of elements on one side of an imaginary axis, to the other side. This statement is:

- True
- False

9. Which professional area of visual communication design predominantly has the motive of sharing?

- Design for information
- Design for education
- Design for administration
- Design for Persuasion

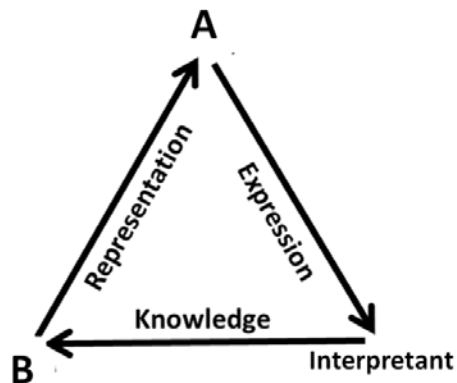
10. Can Signifier be a sound?

- Yes
- No
- Always
- Never

11. In semiotic landscape, what is the type of sign which uses causal relation in practice?

- Icon
- Index
- Symbol
- Signage

12. In the following diagram related to landscape of semiotics, which option is correct :



- A = Sign, B = Signifier
- A = Signified, B = Object

- A = Signified, B = Signifier
- A = Signifier, B = Signified