VIC 6005 Online & Visual Communication
Quiz/Exercise 1

1. Describe idea presented in the text conveyed in the statement “The more you know the more you see”. Also, who is the author of the statement and lastly find an image that could elaborate the statement.

2. Color association and representation can be associated with cultural and societal influences. Give an example and find images that support your answer.

3. Describe the basic concepts associated with the placement and usage of horizontal, vertical and diagonal lines in an image. Find an example of each.

4. What are the 8 depth cues and describe and give image examples of 3 of them.

5. What are the 3 basic shapes in design and describe what responses are generally associated with them? Find image example that support your description.

6. What is the statement “the whole is different from the sum of its parts” associated with? Find an image that conveys the idea.

7. What are the 4 fundamental groupings in visualization? Describe them and give an example of each.

8. There are 3 types of signs. Describe them and give image examples of them.

9. According to Carolyn Bloomer there are 7 mental activities that affect visual perception. What are they? Choose one and describe it and give an image example of it (you can support your image choice with narrative).

10. How is the placement of photos on a newspaper page associated with constructivism. Provide an example.

Extra Credit – Provide and image/photo that conveys a human emotion or mental state