ASSIGNMENT 3

The due date for submitting this assignment has passed. As per our records you have not submitted this assignment. Due on 2019-03-20, 23:59 IST.

1) We perceive different letters of the IMB logo, designed by Paul Rand, when we look at it holistically. This is an example of the following Gestalt's principle
   - Similarity
   - Closure
   - Continuation
   - Figure and ground

No, the answer is incorrect.
Score: 0
Accepted Answers:
Closure

2) The navigation system to denote the location within the Information Architecture is called—

   - wayfinding
   - UI transition
   - Search engine optimization
   - Breadcrumbs

No, the answer is incorrect.
Score: 0
Accepted Answers:
Breadcrumbs

3) Identify the correct Gutenberg's Diagram

   | Strong fallow area | Primary optical area |
   | Weak fallow area   | Terminal area        |

1 point
4) The model that users have in their mind of an existing product is
- The Client's Model
- The User's Model
- The Product Model
- Designer's Model

No, the answer is incorrect.
Score: 0
Accepted Answers:
The User's Model

5) Above image of Google search result segmented into various layers, is an example of
- Infinite scroll
- Pagination
- Information Architecture
- Segmentation

No, the answer is incorrect.
Score: 0
Accepted Answers:
Pagination

6) The technique of using paint in very thick layers to create a tactile texture on the canvas is called—
- Chiaroscuro
- Craquelure
- Fresco
- Impasto

No, the answer is incorrect.
Score: 0
Accepted Answers:
Impasto

7) Who painted this painting:

Score: 0
No, the answer is incorrect.
Score: 0
Accepted Answers:
	Tamara de Lempicka

8) The dominant reading pattern looks somewhat like the letter as proposed by Jakob Nielsen 1 point

No, the answer is incorrect.
Score: 0
Accepted Answers:
	F

9) Gill Sans typeface can be classified as the following type family 1 point

No, the answer is incorrect.
Score: 0
Accepted Answers:
	Geometric Sans Serif

10) The process of adjusting horizontal spacing between pair of letters, used to create a homogeneous visual and increase readability of text is called 1 point
No, the answer is incorrect.
Score: 0
Accepted Answers:
Kerning