

1. What are the MAIN DIRECTIONS of television and film production? How might a main direction be used to influence viewers' perceptions?
2. What effect does TILTING THE HORIZON have on message design and reception?
3. What is MAGNETISM OF THE FRAME?
4. Describe the effect of the TOP EDGE OF A FRAME; THE SIDE EDGES; THE CORNERS.
5. How would you use MAGNETISM OF THE FRAME to STABILIZE OR DESTABILIZE A SCREEN EVENT?
6. What is HEADROOM? How would you use it to stabilize or destabilize a screen event?
7. What is ATTRACTION OF THE MASS?
8. What is GRAPHIC MASS? How does one graphic mass AFFECT another graphic mass within a frame?
9. What is ASYMMETRY OF THE SCREEN?
10. What are UP-DOWN DIAGONALS?
11. What is SCREEN-LEFT ASYMMETRY? SCREEN-RIGHT ASYMMETRY?
12. What is a SUPERIMPOSITION? How is it an example of figure-ground phenomenon?
13. What is PSYCHOLOGICAL CLOSURE?
14. What are VECTORS? What is a VECTOR FIELD?
15. Define/explain each of the following: EXTERNAL VECTOR; INTERNAL VECTOR; GRAPHIC VECTOR; INDEX VECTOR; MOTION VECTOR; CONTINUING VECTOR; CONVERGING VECTOR; DIVERGING VECTOR
16. What is VECTOR MAGNITUDE? What is VECTOR DIRECTION?