

1. What does it mean to say that “the creative team must think in terms of structuring a DYNAMIC VISUAL FIELD?”
2. What is GRAPHIC MASS? What ELEMENTS determine graphic mass?
3. Describe SCREEN-CENTER, OFF-CENTER, and COUNTERWEIGHTED/BALANCED GRAPHIC MASS. What is the effect of each of these positions on the viewer’s perception of a screen event?
4. Explain VECTOR DISTRIBUTION.
5. Explain LEADROOM/NOSE ROOM.
6. What is BALANCE (in terms of graphic mass and distribution)? Explain STATIC BALANCE; DYNAMIC BALANCE.
7. Explain the RULE OF THIRDS and how it would be used in visual media production.
8. What does it mean to FACILITATE CLOSURE?
9. What are the GRAPHIC CUES OF CLOSURE?
10. What is PREMATURE CLOSURE? What causes it? How can you prevent it?
11. What are NATURAL DIVIDING LINES?
12. What is ILLOGICAL CLOSURE? What causes it?