

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 STABLE BALANCE; NEUTRAL BALANCE; LABILE BALANCE. How would you achieve each stage of 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?
13. What does Zettl mean when he talks about the AESTHETIC EDGE and unusual combinations?
14. What problems are inherent in using MULTIPLE SCREENS?
15. What are SECONDARY SCREENS?
16. What does Zettl mean when he writes about TEMPORAL AND SPATIAL CONTEXTS IN THE USE OF MULTIPLE FRAMES?