

ADVGD Final Exam (T, F, Multiple Choice, Multiple Answer, Essay)

Write your name on the top page! You may use your textbook and your notes but NOT THE INTERNET!)

1. How do designers break up large chunks of textual information to make it more comprehensible?
  - a. indents, highlights
  - b. bullets, spaces
  - c. contrast, alignment, color, weight
  - d. all of the above, and more
  
2. What is meant by the term "body of text" or "running text" in a document?
  - a. principal mass of textual content
  - b. callouts
  - c. sidebars
  - d. subheaders
  
3. What is meant by the author's description of design in the 21st century being a "trans-media" enterprise? **(select two)**
  - a. Graphic design output, in order to communicate effectively, is rarely restricted to a single media.
  - b. Intellectual property published on the Internet cannot be protected so it might as well be "copy common."
  - c. Copyrights and registered trademarks are the only way to protect intellectual property.
  - d. The designer must consider the various output formats his/her design can take, and design accordingly; People expect content to be delivered in multiple channels.
  
4. Effective graphic design can help the user of that design avoid reading.
  - a. T
  - b. F
  
5. When was typography was invented?
  - a. during the Renaissance
  - b. during the first part of the Industrial Revolution
  - c. during the dominance of the Roman Empire
  
6. Fonts by Matthew Carter designed in 1996 particularly to be easily viewed on a computer monitor or screen. **(select two)**
  - a. Helvetica
  - b. Georgia
  - c. Verdana
  - d. Univers
  
7. Counter is a term referring to the
  - a. negative space in/around a letter form
  - b. certain letter parts that extend below the baseline
  - c. the joining of two letters in a single glyph

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8. Font format designed to more easily travel across PC-Mac platforms.
  - a. True Type
  - b. Postscript
  - c. Bitmap
  - d. Open
  
9. First cast into metal around the turn of the twentieth century to accommodate the needs of modern business, what particular design property allowed *lining numerals* to line up when tabulated into columns?
  - a. uniform height
  - b. uniform width
  - c. same height as capital letters
  - d. same width as capital letters
  
10. Which type of numeral visually integrates better set into body copy?
  - a. lining
  - b. non-lining
  
11. Typeface used extensively in the 2008 Obama Presidential campaign, grown so widely popular to insinuate itself into the Democratic National Party in particular and political campaigns in general.
  - a. Mrs. Eaves
  - b. Minion Pro
  - c. Retina
  - d. Gotham
  
12. Kerning is the adjustment of space between
  - a. two letters
  - b. all the characters in a body of text
  - c. spaces between paragraphs
  - d. lines of text
  
13. Leading is the adjustment of space between
  - a. two letters
  - b. all the characters in a body of text
  - c. spaces between paragraphs
  - d. lines of text
  
14. A colophon is:
  - a. A brief description of publication or production notes relevant to the edition, in modern books usually located at the reverse of the title page, but can also sometimes be located at the end of the book.
  - b. Typography term related to the art and technique of arranging type.
  - c. A typographical principle, that is the creation of a complete text by reusing identical characters which was the technical breakthrough instrumental for the success of the almost instantly starting Printing Revolution.
  
15. Typefaces with a large x-height are particularly well suited for:
  - a. screen display legibility

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- b. sports jerseys
- c. 6' type on a giant billboard

16. Avant-garde artists of the early twentieth century designed experimental typefaces emulating the look of factory production, embracing the increasing industrialization of the time. Fonts, for instance, with austere faces and strictly perpendicular elements, or constructed of only circles and straight lines.

Type designers of the early digital age brought about a resurgence of mechanical, bitmapped, pixel-based font design, even after the introduction of high-resolution laser printers and outline font technologies in the early 90s no longer constrained their design choices.

What current popular output insures the continued relevance of pixel-based font design?

- a. Screen based output like PDAs, phones, games, and the Internet, and many cash register receipts.
- b. High-resolution print based output to a substrate.
- c. Program based artistic output.
- d. Arbitrarily based artistic output.

17. It is okay to use multiple sans serif fonts, of similar properties, in the same document.

- a. T
- b. F

18. The "axial" technique of page layout is to have all page elements

- a. placed to left and right of a single axis
- b. conform to modular components of the same size to divide the page
- c. be placed down the center of the page in a single column
- d. be justified into multiple columns

19. An "Egyptian" font and a slab serif font are the same thing.

- a. T
- b. F

20. An example of program based design: **(select two)**

- a. WordCloud, Tagxedo
- b. Cascading Style Sheets in Dreamweaver

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- c. InDesign style sheets
- d. Illustrator "live Trace" function

21. The perceived size of a typeface is a function of its x-height.

- a. T
- b. F

22. Drop caps or enlarged capitals are a traditional page device consisting of single or multiple characters enlarged into as many lines of text as the designer desires.

- a. T
- b. F

EXTRA CREDIT ESSAY QUESTIONS; CHOSE AT LEAST THREE FROM THE LIST BELOW\_\_\_\_\_ (Write answers on back)

1. How does typography manipulate the silent dimensions of the alphabet?
2. How and why might a finished graphic design piece, say a poster, change after it leaves a designer's hands?
3. Name 2 ways you can legally acquire and use images in the context of a professional graphic design setting?
4. What part of a document would you actually take the time to hand kern?
5. Describe why setting up a document with a proper 'bleed' is important to the look of a finished print design.
6. Name 3 ways to emphasize type using only the TYPE PANEL in Illustrator or InDesign.
7. Describe the difference between 'scaling' and 'skewing' and why an artist/designer should care about such things.
8. Describe at least 2 benefits of using PDFs for print or other kinds of output.
9. Describe two primary methods of balancing text and/or images in a page layout.
10. Define the acronym: CRAP in the context of graphic design.
11. Describe why 'stroking' text can be problematic to aesthetic value and legibility and how one might mitigate its effects using a particular Illustrator technique.
12. What is meant by the term 'hanging punctuation' in regard to a page layout?