

Chapter 2 Designing for the Client

ANSWER SHEET

Multiple Choice

Identify the letter of the choice that best completes the statement or answers the question.

- C___ 1. What are the formal design elements that are the building blocks in creating any design?
- a. line, shape, color, emphasis, and balance
 - b. texture, value, format, balance, emphasis, and unity
 - c. line, shape, color, texture, value, and format
 - d. balance, emphasis, rhythm, and unity
- B___ 2. What are the design principles in creating a design?
- a. line, shape, color, texture, value, and format
 - b. balance, emphasis, rhythm, and unity
 - c. texture, value, format, balance, emphasis, and unity
 - d. line, shape, color, emphasis, and balance
- D___ 3. The main purpose of having a comp in a design is to ____.
- a. show sketched variations of an idea
 - b. show a rendition of the final document by combining various thumbnails
 - c. show indications for folding, cutting, bleeding, trapping, registration, or any special requirements
 - d. show exactly what the final design will look like when printed
- D___ 4. The main purpose of having final print proofs is to ____.
- a. show sketched variations of an idea
 - b. show a rendition of the final document from various thumbnails
 - c. show exactly what the final design will look like when printed
 - d. show final design including indications for folding, cutting, bleeding, trapping, registration, or any special requirements
- A___ 5. The definition of tracking is ____.
- a. the spacing between characters and words
 - b. a technique used for pairs of characters in titles or headlines that may need to be brought closer together
 - c. the style or arrangement of setting type
 - d. the spacing between lines of text

D___ 6. The definition of leading is ____.

- a. the spacing between characters and words
- b. a technique used for pairs of characters in titles or headlines that may need to be brought closer together
- c. the style or arrangement of setting type
- d. the spacing between lines of text

A___ 7. Serif type characters are ____.

- a. characters that contain what look like extensions or strokes on the top and bottom areas of the type character
- b. a collection of related symbols used as bullets
- c. used in announcements or invitations and promote the appearance of being created with a pen or brush
- d. characters without extensions or strokes

C___ 8. Vector images are ____ that are scalable in the computer.

- a. detailed paintings
- b. photographs
- c. illustrations
- d. characters without extensions or strokes

C___ 9. The color black is used to ____.

- a. suggest royalty
- b. signify honesty and professionalism
- c. designate value in terms of elegance
- d. display jealousy or greed

B___ 10. The color blue is used to ____.

- a. suggest royalty
- b. signify honesty and professionalism
- c. designate value in terms of elegance
- d. display jealousy or greed