

Chapter 2 Designing for the Client

Multiple Choice

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

- ___ 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
- ___ 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
- ___ 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
- ___ 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
- ___ 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

- ___ 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
- ___ 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
- ___ 8. Vector images are ____ that are scalable in the computer.
- a. detailed paintings
 - b. photographs
 - c. illustrations
 - d. characters without extensions or strokes
- ___ 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
- ___ 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