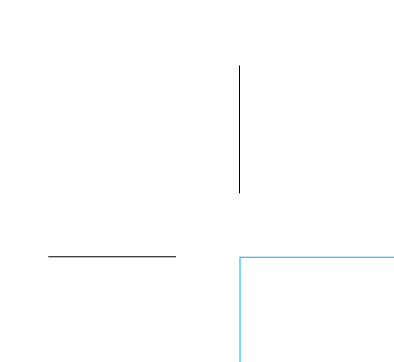
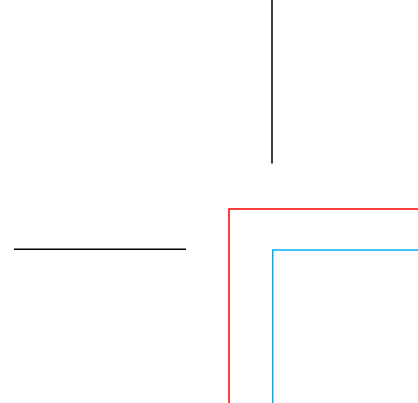
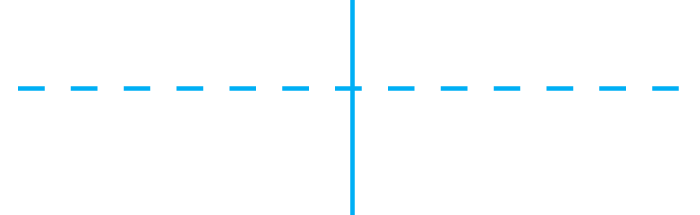
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1. ** This is a picture of what Printer Mark?** Crop Marks
2. ** The Red Line in this picture represents what Printer Mark?** Bleed

**3.  The Dashed Line in this picture represents what Printer Mark?** Fold

**4. Areas of White Space or just Empty Space around objects and Type on a Layout are called:** Margin

**5. 11” x 17” represents what Paper Size?** Tabloid

**6. 8.5” x 11” represents what Paper Size?** Letter

**7. 8.5” x 14” represents what Paper Size?** Legal

**8.  What Tool is this?** Rectangular Grid Tool

**9. What Tool did we use to make the Calendar Grid?** Rectangular Grid Tool

**10. What was the Page Size for the Calendar?** 11“ x 17”

**11. What is the FLAT (Open / Unfolded) Size of the Calendar?** 11“ x 17”

**12. What is the FOLDED Size of the Calendar?** 8.5” x 11”

**13. What does CMYK stand for?** Cyan, Magenta, Yellow, Black

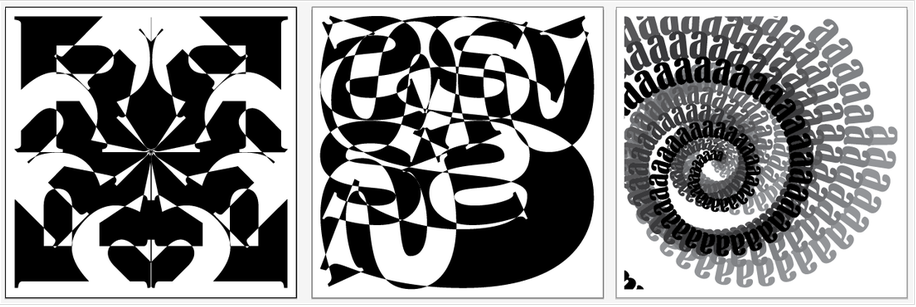
**14. What is CMYK?** 4-Color Printing Process

**15. What does RGB stand for?** Red Green Blue

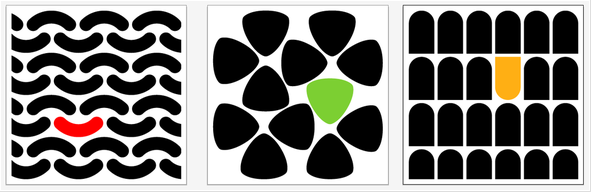
**16. What is RGB ?** The Color settings for images for use on the Web

**17. What are the 3 forms of Balance?** Symmetrical, Asymmetrical & Radial

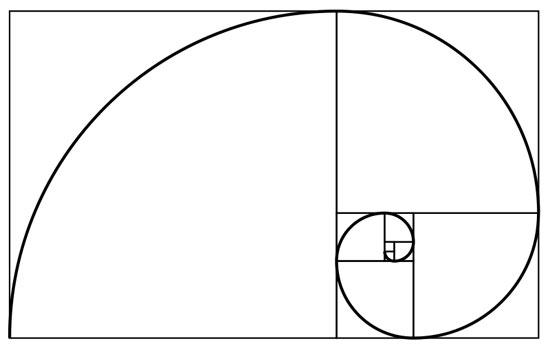
**18. What is the order of these Balance Examples?** Symmetrical, Asymmetrical & Radial

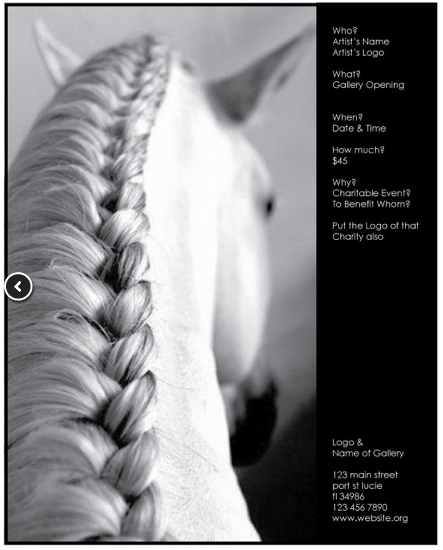


**19. Which Principle of Design are these examples of?** Emphasis

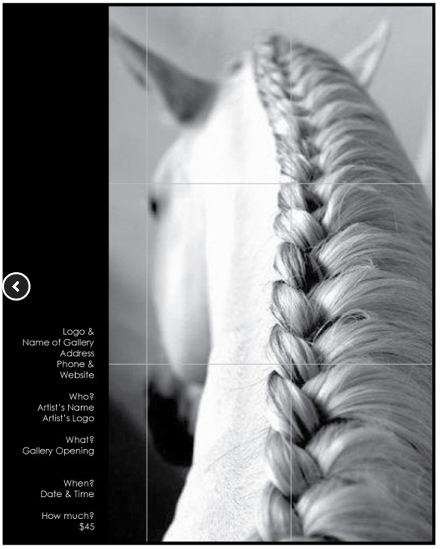


**20. What does this Diagram signify?** Fibinacci’s Ratio, The Golden Ratio



**21. **

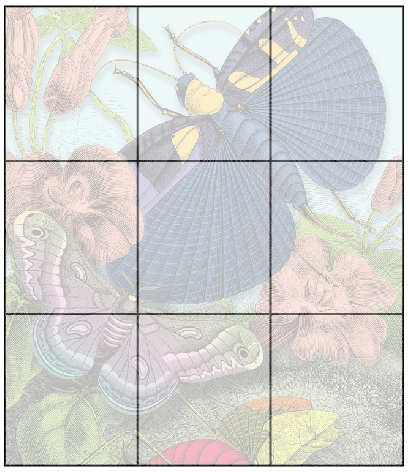
**Which of the following is this image an example of?** Left Side Page Placement

**22. **

**Which of the following is this image an example of?** Right Side Page Placement

**23. **

**Which of the following is this image an example of?** Landscape Ad Layout

**24. **

**Which of the following choices is the Grid an Example of?** Rule of Thirds

**25. What is the size of the Proportion & Scale Ads?** 8.5” x 11”

**26. Which of the following are Principles of Design?**

Emphasis, Balance, Proportion & Scale and Rhythm

**27 Which of the following are the Elements of Design**  
 Line, Size, Color, Direction, Shape, Value, Pattern, Texture and Space

**28 The white space around areas of color, type and shapes is called a** Margin

**29 Adjusting the space between letters is called** Kerning, Tracking or Letter Spacing

**30 Adjusting the space from one line of type to the line above or below it is called**  
 Leading or Line Spacing

**31 The area of color that goes beyond the page size is called**  Bleed

**32 The Right Angle Strokes at the corners of the Page Size are called** Crop Marks

**33 The Light Blue Dashed Line across an area of a Page designates it’s a** Fold

**34 The Rectangular shape with Crop Marks at the corners is the** Page Size

**35 The best way to describe a Serif is**  
A small line used to finish off a main stroke of a letter, as at the top and bottom of M

**36 The best way to describe a Sans Serif is**  
A typeface that does not have the small lines at the bottom and tops of letters.

**37 Which of the following best describes the Principle of Design: Rhythm**  
 Pattern, Repetition, Movement, Energy and Flow

**38 Which of the following best describes the Principle of Design: Emphasis**  
Making some element of the design a different size or different color or go in a different direction, also Grabs Attention, also Focus of Attention.

**39 Which of the following best describes the Principle of Design: Proportion & Scale**

It is perfectly proportioned to other parts of the design, Rule of Thirds

**40 Which of the following best describes the Principle of Design: Balance**  
It is Symmetrical, Asymmetrical or Radial

**41 Which of the following is the correct way to Name and / Or Save a Folder?**

562 Server > GDII – 4th QTR > Project Folder > Folders for Specific Parts of the Projects

**42 Which of the following is the correct way to Name a File?**(Your First) NameProjectNamePdX.(.psd, .jpg, .ai, .gif, .pdf, .tif)

**43 Which of the following is the appropriate program to design with Type?**Adobe Illustrator = Vector

**44 Which of the following is the appropriate program to work with Images**Photoshop = Pixels

**45 Which of the following is the best type style for Body Copy or Text?**A regular, easy to read font, 10 – 12 point size

**46 Which of the following is the best type style for Headlines in a document?**Large, bold, maybe ALL CAPS, 18 – 24 point size Font

**47 Which of the following is the best type style for a Caption for a picture in a document?**A small, 6 - 8 point size, italic font

**48 Which of the following is the best typeface for Presentation to a Client before Final Production?**

A DaFont Style that we make in Photoshop

**49 The Font (1)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ consists of (2)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.**

(1) Family (2) Regular, Italic, Bold, Bold Italic

**50 What is the terminology used to describe the Process of Printing:** CMYK