

COMM 362: Design for Print
Mid-Semester Examination
Instructor: Ross Collins

Your name:

I. Select the best available answer from the choices below (2 points each).

1. Many photos on the web are saved at a resolution too low for use in printed materials. What is a common resolution on the web?

- a. 36 ppi.
- b. 72 ppi.
- c. 133 ppi.
- d. 256 ppi.

2. In class we analyzed a photo taken on a Moroccan street, with and without its outline.

Considering research by Gestalt psychologists, the point of this exercise was

- a. we tend to see what we expect to see.
- b. we tend to see what our culture teaches us to see.
- c. we tend to fill in for the eye's blind spot based on assumptions of what is there.
- d. we tend to see curved lines as straight.
- e. the eye's rods and cones combine to form an image on the iris.

3. Type is usually measured in

- a. picas.
- b. points.
- c. inches.
- d. millimeters.

4. Another name for runaround text is

- a. placed text.
- b. text wrap.
- c. asymmetric text.
- d. placeholder text.

5. How do fine artists and graphic artists differ?

- a. Graphic artists make designs to fulfill an editorial objective.
- b. Graphic artists make designs based on personal visions or interest.
- c. Graphic artists make designs using computers.
- d. All of the above.

6. In design terminology, a "grid" is

- a. a rule that extends past two columns.
- b. a baseline screen font.
- c. a color or art work extending to the end of the trim line.
- d. a series of non-printing lines defining your page space.
- e. Could be any of the above.

7. You're designing an ad for a brick company. You hope to associate the idea of rough, tough building materials with the company's name, so you put together a logo using the name right next to a large brick illustration. This could demonstrate the Gestalt principle of

- a. proximity.
- b. similarity.
- c. continuity.
- d. closure.



8. The illustration above from a class lecture is a good example of
- a. continuity.
 - b. contrast.
 - c. balance.
 - d. grids.
9. You're working on an advertisement for Ancient City Tile Co., but your art director isn't pleased. "It's too blah. Why don't you pull one of those tile illustrations out, make it large and use a spot color to make it stand out?" Actually he's suggesting you add
- a. balance to your design.
 - b. closure to your design.
 - c. contrast to your design.
 - d. leading to your design.
10. The typeface illustrated here is closest to T
- a. roman old style.
 - b. roman modern.
 - c. sans serif.
 - d. blackletter.
11. The invention of the halftone process in the 1880s made it possible to print photos directly on paper. What principle is used in this process?
- a. Continuous-tone photos are broken up into tiny dots of different sizes.
 - b. Continuous-tone photos are printed in up to 100 different colors.
 - c. Pixellated images are saved at 150 ppi or more for good quality.
 - d. The principle of continuity leads our eye through the image.
12. Simple question: How many points in a pica?
- a. 6.
 - b. 12.
 - c. 18.
 - d. 24.
13. We hope to give an old English pub feeling to our newsletter. While it's perhaps a typographic cliché, one common race of type chosen for this feeling is
- a. roman.
 - b. Egyptian.
 - c. sans serif.
 - d. blackletter.
14. The Bauhaus movement revolutionized our ideas of design, in buildings as well as graphic arts. Which of the typefaces below best reflect Bauhaus ideals?
- a. Garamond.

- b. Helvetica.
- c. Century Schoolbook.
- d. Bodoni.

15. Slanted letterforms' little "brilliance" (difference between thicks and thins), brackets. These are qualities of what kind of type?

- a. Roman old style.
- b. Roman modern.
- c. Sans serif old style.
- d. Helvetica modern.

16. You might choose Photoshop's Dodge tool if

- a. you want to darken a portion of a photo.
- b. you want to lighten a portion of a photo.
- c. you want to remove a dust spot on a photo.
- d. you want to crop and clone a background area.

17. The Phoenicians in about 1600-1000 B.C. are credited with inventing the first written alphabet based on

- a. the way things sound when pronounced.
- b. abstracted illustrations of actual objects.
- c. ancient Greek letterforms.
- d. ancient Egyptian cuneiform.

18. Your art director brings you a manufacturer's blah newsletter. "This needs to be redesigned," he says. "Our client wants to add more pictures, more breakouts, more headlines. But he wants it standard 8 1/2 by 11. Find a grid able to accommodate all that." What grid would likely work best of the choices below?

- a. 1 col.
- b. locked grid.
- c. 2 plus 1.
- d. 6 col.

19. In page terminology, a bleed is

- a. the edge of the trim line.
- b. the header or footer.
- c. poor registration on a color photo.
- d. a photo or color extending to the trim line.
- e. Both b and c.

20. You might choose a modular grid if

- a. You want to emphasize simplicity of line, rectangular shapes.
- b. You want to emphasize dynamic tension, strong diagonal feel.
- c. You want to emphasize perfect symmetrical balance, typical of a modern newspaper.
- d. None of the above.

21. A serif typeface would probably be *least* likely to be used

- a. in a company newsletter.
- b. in a press release.
- c. in a freeway road sign.
- d. in a business card.

22. Basic rules to bring contrast to a page using type include
- use a different family for headlines and body text.
 - avoid two similar sans serif or serif faces on a page.
 - Avoid using all caps.
 - All of the above.

23. Which of the letters below has an ascender?
- a.
 - x.
 - d.
 - g.

24. A thumbnail as a design term is
- the final design emailed to a printer in pdf form.
 - an exploratory sketch to generate ideas.
 - a library of small design facsimiles for reference.
 - artwork presented to the client for review.

Conrad cites policy

25. Hm. You need a 72 pt headline above your newspaper column, but the graphic designer made a mistake, and in fact, the headline at right is actually
- 144 pt.
 - 36 pt.
 - 6 pt.
 - 14 pt.

26. To change the resolution in Photoshop,
- open the Preferences dialogue box.
 - open the Toolbox.
 - open the Image Size dialogue box.
 - open the Constrain Resolution Manipulation dialogue box.

27. When would you use an em-dash?
- Between phrases that emphasize words—such as this.
 - Between syllables, such as be-tween.
 - Between time expressions, such as 8 a.m.–5 p.m.
 - An em-dash is correct in any of these examples.

28. The appearance of justified text might be compared to
- a piece of paper roughly ripped on the right side.
 - a rectangular juice box.
 - a beach ball.
 - a broken shard of glass.
 - a piece quilt.

29. Why might we choose to save a photograph as a TIF file instead of a GIF file?
- GIF produces larger images that take up more space.
 - GIF is used mostly for line art and solid colors.
 - GIF can't be placed in InDesign.
 - GIF allows only 24-bit color.

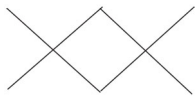
30. A reverse is a graphic art term for
- white or light type, dark background.
 - black or dark type, light background.
 - both type and background are the same color.
 - guidelines over rules and borders.

31. Swatches in InDesign refer to
- use of strokes (lines).
 - use of color.
 - use of shapes.
 - use of paper stock.

32. You design a newsletter with a date at the top, which will run on every page. In type terminology this is
- a folio.
 - a cutline.
 - a jump line.
 - a breakout.

33. Which of the following type excerpts includes a majuscule?
- Bison basketball players.
 - university test scores.
 - big news—tuition increase.
 - meeting draw: free pizza.
 - None of the above.

34. In which design might you be most likely to choose centered alignment?
- Scholarship award certificate.
 - Advertisement for coffee shop.
 - Brochure for hospital services.
 - Flyer for fitness program.



35. In the design above, we tend to see two Xs, and are less likely to see an M and W. This illustrates the Gestalt principle of
- similarity.
 - closure.
 - continuity.
 - proximity.
 - contrast.

36. "Hmm," says your art director, "that looks pretty dense. Better reset 12/15, instead of 12/13." What does he mean?
- The type needs less leading between letters.
 - The type needs less leading between lines.
 - The type needs more leading between letters.
 - The type needs more leading between lines.

37. Vertical makeup is most commonly seen

- a. in contemporary magazines.
- b. in newsletters from the 1950s.
- c. in century-old newspapers.
- d. in Patent medicine advertisements.

38. Photographers who search for a focal point or center of interest are trying to include

- a. the composition principle of alignment.
- b. the composition principle of closure.
- c. the composition principle of balance.
- d. the composition principle of emphasis.

39. (The much-hated analogy question.)
A “rule” is to a graphic artist as

- a. a law is to a judge.
- b. a plate is to a cup.
- c. a standard procedure is to a business.
- d. a boundary line is to a tennis court.

40. Alignment might be most closely related to which principle of visual psychology?

- a. proximity.
- b. closure.
- c. genre.
- d. blind spot.
- e. All of the above.

41. Trapped white space refers to

- a. too much space after a headline.
- b. photographs all the same size.
- c. negative standoff around an illustration.
- d. empty space awkwardly arranged on a design.

42. A standard point size for body text would be at least

- a. 6 pt.
- d. 8 pt.
- c. 14 pt.
- d. 24 pt.

43. Another term for the Egyptian family of type is

- a. sans serif.
- b. slab serif.
- c. roman.
- d. blackletter.

44. In our newsletter exercise, we added a gray background surrounding the letters of the nameplate CommChat. Graphic artists call this

- a. line art.
- b. drop shadow.
- c. drop cap.
- d. screen tint.

45. Type conventions to avoid because they are difficult to read include
- all capital letters.
 - old style type.
 - ragged-right text.
 - justified text.
 - both c and d.
46. Gutenberg's invention of 1448 revolutionized communication. Why?
- Made it possible to print many copies quickly.
 - Made it possible to print books in color.
 - Made it possible to print large-format publications.
 - Made it possible to sell books to a more literate population.
47. A monospaced typeface
- is designed so that each letter takes up a proportional amount of space.
 - is designed so that each letter takes up the same amount of space.
 - is designed so that each letter resembles an abstracted illustration.
 - is designed so that each letter forms a ligature.
48. Which is the largest format?
- Newsletter.
 - Magazine.
 - Tabloid.
 - Broadsheet.
49. Progressive margins
- set up a different measurement for each margin in a spread, with the narrowest on the inside.
 - set up the same measurement for each margin in a spread.
 - reflect progressive design standards as made popular by the Bauhaus movement.
 - is used mostly for broadsheet format.
50. Your photograph is too dark for good reproduction on newsprint. How can you improve in Photoshop?
- Select Levels adjustment layer.
 - Select the Burn tool.
 - Select Color Balance adjustment layer.
 - None of this would make a difference.

Extra credit (1 point): Describe one thing you have learned so far that has surprised you about this class (no credit for answering "nothing"). Second extra credit opportunity (1 point): This exam is written using a familiar old style typeface many of us chose for a class project. What is it?