

DM2 – Graphics

Deshawn wants to create a simple design in which his words visually communicate his meaning. With which of the following should he be concerned?

- a. Readability
- b. Color profile
- c. Typography
- d. Visual hierarchy

Spencer is editing a photograph. Which of the following software programs should he use?

- a. Adobe Illustrator
- b. Adobe InDesign
- c. Adobe Dreamweaver
- d. Adobe Photoshop

What is an advantage of test printing a graphic design before sending it to a client?

- a. Feathering
- b. Visual hierarchy
- c. Quality assurance
- d. Text wrapping

Kalie is creating a flyer to be printed. Which of the following software programs should she use?

- a. Adobe InDesign
- b. Adobe Illustrator
- c. Adobe Photoshop
- d. Adobe Dreamweaver

Nick is creating a vector graphic that will go on a billboard. Which of the following software programs should he use?

- a. Adobe Illustrator
- b. Adobe InDesign
- c. Adobe Dreamweaver
- d. Adobe Photoshop

How will creating a proof preview of a graphic design help improve its overall effectiveness?

- a. It allows the designer to see what the graphic design will look like on the specific output device.
- b. It increases the kerning of the text in the graphic design.
- c. It creates visual hierarchy in the graphic design.
- d. It compresses the file to a smaller size.

Corrina is double checking file size, format and naming requirements before submitting a final version of her project to the client. This occurs in which phase?

- a. Proof Preview
- b. Pre-production
- c. Post-production
- d. Production

Miranda is creating a brochure for a new client. Which of the following should she establish with her client in the project planning meeting?

- a. Appropriate software
- b. Appropriate hardware
- c. Target audience
- d. File organization method

What is an advantage of using an appropriate font type in the production phase of graphic design?

- a. Alignment
- b. Color Profile
- c. Readability
- d. Dithering

Which would be an advantage of using Adobe Illustrator to create a logo?

- a. Graphics scalable to any size
- b. Better colors
- c. Bigger pixels
- d. Smaller file size

Tina is editing a series of digital photographs by adjusting the color, contrast and sharpness of the photographs. These techniques are all part of which category?

- a. Advanced text editing terms
- b. Advanced distribution techniques
- c. Advanced layout
- d. Advanced photo manipulation

Allie's computer does not display the color profile correctly on the image she is working on. Which of the following should she use to correct this?

- a. Exposure
- b. Contrast
- c. Dithering
- d. Sharpness

Jacquie is creating a menu that will resemble a book when complete. She wants to work on the layout as it will look when printed to ensure the pages have continuity. Which of the following accomplishes this?

- a. Margins
- b. Text wrapping
- c. Facing pages
- d. Master page

Daniel has created a brochure but has noticed that the text stops at the edge of the text box and doesn't continue to the next line. What feature does Daniel need to use to correct this?

- a. Gutters
- b. Master page
- c. Placeholder text
- d. Text wrapping

Ashley is creating a new logo for her client that should be a vector graphic. Which of the following is classified as a vector editing software?

- a. Adobe Photoshop
- b. Adobe Premiere
- c. Adobe Flash
- d. Adobe Illustrator

Kelvin needs to see how his design will appear when printed as opposed to viewed on screen.

Which of the following does he need to use?

a. Client feedback

b. Proof preview

c. Quality assurance

d. Finalization

Juanita has been asked to create a student handbook that will be printed and bound. Which of the following software programs should she use?

a. Adobe InDesign

b. Adobe Dreamweaver

c. Adobe Photoshop

d. Adobe Illustrator

Sarah has been hired to create a logo for an advertising firm. Which of the following would be classified under the pre-production phase for this project?

a. Create layer comps

b. Optimize the file

c. Color correct the images

d. Choose the appropriate software

Which would be an advantage of using Adobe Photoshop when editing a photograph?

a. Enhanced Colors

b. More photo manipulation tools

c. Enhanced layout tools

d. Scalable to any size

Christina is creating a poster with a strong title that she wants to stretch across the entire top. She doesn't want the size or width of the letters to change, just the space between the individual characters. Which of the following should she adjust to accomplish this look?

a. Tracking

b. Leading

c. Kerning

d. Serif

Radial Designs, Inc. has created a logo for a client's website. They have exported the logo to preview it on various mobile devices, computers, operating systems and web browsers. How do we classify this process?

- a. Test printing
- b. Submitting the file to the client
- c. Reviewing design comps
- d. Creating a proof preview

Dottie and Tony are each creating page layouts for a newspaper. Their editor suggested that Dottie's page does a better job of carrying the viewer's eye from one section to the next. In comparison to Tony's page, which technique does Dottie's page utilize effectively?

- a. Creating visual hierarchy
- b. Utilizing white space
- c. Setting margins
- d. Feathering images

Ian is creating a poster for the local Battle of the Bands event that will need to be printed. Which software should he choose?

- a. Adobe Illustrator
- b. Adobe Photoshop
- c. Adobe InDesign
- d. Microsoft Word

Darrell is working with a team to design several items for a company. To ensure he is using the same colors for his design as the rest of the team, what would he and his team need to set up?

- a. Master page
- b. Visual hierarchy
- c. Facing pages
- d. Color gamut

Marlene is showing her client three different versions of a brochure to get feedback and compare. How would this step be categorized?

- a. Post-production process
- b. Pre-production process
- c. Production process

- d. Proof preview process

Liam has created a flyer for a class project. His teacher notes that everything is organized well throughout the page. Which technique did Liam's flyer utilize effectively?

- a. Master page

- b. Alignment

- c. White space

- d. Margins

Which of the following is the last step to be completed before beginning the production stage of a graphic project?

- a. Agree on the deadline

- b. Show client sketches for approval

- c. Establish the target audience

- d. Decide on the purpose

Which of the following would not impact the budget of a project?

- a. The overall goal is completely changed.

- b. The deadline is sooner than expected.

- c. The client wants to see a rough draft.

- d. The client now wants two commercials instead of one.

Sarah has created a brochure. When she prints it, she notices that there is not enough vertical space between the lines in her paragraph. Which of the following should she adjust to correct this?

- a. Kerning

- b. Tracking

- c. Serif

- d. Leading

What is an advantage of providing a client with design comps for a graphic design?

- a. They optimize the file for client use.

- b. They dither the colors well.

- c. They help the client make final decisions about the design.

- d. They create visual hierarchy.

Juan is creating a poster for a Fall carnival. He is working to establish a deadline, budget, and goal for the project. Which stage is he working in?

- a. Post-production
- b. Production
- c. Proof Preview
- d. Pre-production

The client looked at several versions, and finally chose the bumper sticker with the white background and red text. How would this step be categorized?

- a. Proof preview process
- b. Pre-production process
- c. Post-production process
- d. Production process

How does white space benefit overall design?

- a. Aids in transiting one image to another
- b. Arranges design elements to be more visually appealing
- c. Helps avoid over-crowding and gives the design breathing room.
- d. Aids in carrying the viewer's eye from one design component to the next

Jemma is proofreading a printed copy of her project to provide quality assurance. In which phase would this be categorized?

- a. Pre-production
- b. Post-production
- c. Proof Preview
- d. Production

Nestor is exporting a .PNG file that is less than 30 Kb based on client feedback. How would this step be categorized?

- a. Production process
- b. Proof preview process
- c. Pre-production process
- d. Post-production process

Matt has created an instructional manual for his company. The book will be spiral bound. He wants to ensure there will be a designated space for the binding in the layout. Which of the following should he modify?

- a. Margins
- b. Gutters
- c. Kerning
- d. Alignment

Brittney is creating a poster for a concert. She wants to ensure that the design isn't over-crowded and has breathing room. With which of the following should she be concerned?

- a. Alignment
- b. White space
- c. Feathering/Blending
- d. Color Profile

Jazmyn has created a flyer for the Homecoming dance. The text is too close to the edge of the page when it is printed. What should she change to correct this?

- a. Text wrapping
- b. Gutters
- c. Color profile
- d. Margins

Justin is leaving adequate space between the facing pages of his newsletter for binding purposes. What is this space known as?

- a. Margin
- b. Text wrapping
- c. Gutter
- d. Placeholder text