Directions For Numbers 1-25: Read each of the following multiple-choice items and the possible answers carefully. Mark the letter of the correct answer on your answer sheet or as instructed by your teacher. Remember: Make no marks on this test.

1. A point is the measurement from the top of the ascender to the bottom of the:  
   A. Bowl.  
   B. Baseline.  
   C. Serif.  
   D. Descender.

2. Red, yellow, and blue are what type of colors?  
   A. Primary  
   B. Secondary  
   C. Tertiary  
   D. Complementary

3. What is the visual perception of motion that is repetitive?  
   A. Contrast  
   B. Movement  
   C. Emphasis  
   D. Rhythm

4. Empty space in a design is often referred to as:  
   A. White space.  
   B. Area.  
   C. Foreground.  
   D. Background.

5. The digital image to be used in a poster needs to be cropped. What is actually being done to the image?  
   A. Making it smaller by changing the width and height ratios  
   B. Deleting unwanted parts of an image so that the result is more useful  
   C. Making it larger by changing the width and height ratios  
   D. Changing the color scheme from CMYK to Pantone

6. Which system that is based on ink colors common to printing is MOST widely used in graphic communications?  
   A. HVC  
   B. Crayola  
   C. Pantone  
   D. Primary

7. Graphic communication is using what to convey a message?  
   A. Morse code  
   B. Words, drawings and photographs  
   C. Radio commercials  
   D. Public speaking

8. What type of printing uses a plastic or rubber carrier?  
   A. Gravure  
   B. Screen  
   C. Offset  
   D. Flexography
9. Mixing a primary and a secondary color produces a:
   A. Split complementary.
   B. Tertiary.
   C. Color triad.
   D. Shade.

10. What type of printing is done when using CMYK?
    A. Spot color
    B. Process color
    C. Pantone
    D. Black and white

11. Which is NOT a form of printing processes?
    A. Gravure
    B. Gutenberg
    C. Offset
    D. Flexography

12. In desktop publishing, the correct order for the five stages of development is:
    A. Rough-layout, comprehensive layout, thumbnails, and final product.
    B. Thumbnails, comprehensive layout, rough-layout, and final product.
    C. Thumbnails, comprehensive layout, rough-layout, and final product.
    D. Thumbnails, rough-layout, comprehensive layout, and final product.

13. The image quality of a printer is measured in what units?
    A. DPI
    B. LPI
    C. PPI
    D. CCD

14. What is Desktop Publishing?
    A. An application software like PageMaker
    B. The use of audio editing equipment
    C. The use of a computer system and graphic software
    D. A software that allows you to layout a document

15. Given a 3" x 5" space for a photograph in a brochure and a 6" x 10" photograph, what technique should be used in order to fit the entire photograph into the brochure?
    A. Scaling
    B. Cropping
    C. Deleting
    D. Altering

16. What does a document show when a design consistently uses the same typeface for headings, subheadings, captions, and text?
    A. Rhythm
    B. Emphasis
    C. Unity
    D. Shape
17. In 1440, Gutenburg revolutionized the written word with his invention of what?

A. Movable type  
B. Paper  
C. Ink  
D. Halftones

18. What are examples of cool colors?

A. Orange, yellow and red  
B. Pink, periwinkle and mauve  
C. Black, white and gray  
D. Blue, green and purple

19. What type of balance does the distribution of text in Fig.DP12.02 show?

A. Formal  
B. Asymmetrical  
C. Informal  
D. Unilateral

20. Which emotions does the color blue generally evoke?

A. Envy and luck  
B. Bright and cheerful  
C. Excitement and power  
D. Calm and serious

21. A graphic designer has begun preparing a rough layout electronically, but first must designate the total page width that will be needed. According to Fig.DP12.01, what is the width of the paper in inches?

A. 11 ¼  
B. 11 ½  
C. 11 ¾  
D. 12

22. Given a 4-column format for a newsletter with 2¼" columns, ½" gutters, and ½" margins, what is the total width of the page in inches?

A. 11 ⅛  
B. 11 ½  
C. 12 ⅛  
D. 12 ¼

23. Given a standard tri-fold brochure with ¼" margins (top, bottom, left and right), what size gutters in inches are needed in following layout rules?

A. ½  
B. ¾  
C. 1  
D. 1 ½
Given a 2" x 4" photograph and a 4" x 8" layout space, what scale percentage is needed to fit the photograph?

A 50  
B 100  
C 150  
D 200

What are the three basic shapes?

A Square, circle, rectangle  
B Rectangle, octagon, sphere  
C Square, circle, triangle  
D Octagon, triangle, sphere
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**Total questions on test: 25**

**Objectives measured: 3**

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