



Test Questions : Introduction

This series of test questions, created for use with your students, provides short answer, multiple-choice, true/false and fill in the blank questions based on the text and arranged by chapter. A separate answer key is available.

- 1 Visual communication initially took place through _____, which use an image to represent an object, and _____, which convey more complex meanings such as actions.
- 2 Prior to the invention of moveable type in the 15th century, how was the written word produced?
- 3 What is Johannes Gutenberg's system for the printing of letterforms generally known as?
 - a. woodcutting
 - b. debossing
 - c. letterpress
 - d. calligraphy
 - e. none of the above
- 4 What was the cultural impact of Gutenberg's method of printing? Why?
- 5 What development in the late 1970s began to transform type production?



Test Questions : Chapter 1

- 1 List the six essential parts of a letterform.
- 2 Briefly explain the difference between a serif and a sans serif typeface.
- 3 What is a block or slab serif typeface?
- 4 _____ typefaces are usually intended to draw attention to isolated words, phrases or short sentences.
- 5 What are script typefaces usually intended to replicate?
- 6 List at least three important considerations when selecting a typeface.
- 7 Typefaces which have been designed with a range of variations on the basic or standard design are referred to as _____.
- 8 What is meant by the 'expert set'? Give an example.
- 9 True or False? 72 points is equivalent to $1\frac{1}{2}$ inches (38.1 mm)?
- 10 What is meant by the 'x-height'?
- 11 What is the 'baseline' and why is it important?
- 12 What is the part left behind by the shape of a letterform known as?
 - a. leading
 - b. pointer
 - c. thumbnail
 - d. counterform
 - e. none of the above



Test Questions : Chapter 2

- 1 What is the difference between 'legibility' and 'readability'?
- 2 Why is text in all upper case more difficult to read than that in lower case?
- 3 What is the adjustment of space between individual letterforms usually referred to as?
 - a. linespacing
 - b. kerning
 - c. justification
 - d. aligning
 - e. none of the above
- 4 Briefly explain what is meant by 'tracking'. What can it affect?
- 5 Why do some type designers believe a serif typeface is more suitable for large chunks of text, such as a novel?
- 6 The material, usually paper, on which a design is printed is known as the _____.
- 7 True or False? A low or poor screen resolution will produce a smaller and clearer image.
- 8 Briefly explain what is meant by the following type layout terms:
 - left alignment
 - justified
 - right alignment
 - centred
- 9 When are 'rivers' formed in a column of text?
- 10 A short word on the line at the end of a paragraph is known as a _____. An _____ can be either the first line of a paragraph falling at the bottom of a column of text or the last line falling at the top of a column.
- 11 What is the transition between paragraphs of text usually indicated by?
 - a. a hyphen
 - b. an indent
 - c. a window
 - d. an imprint
 - e. none of the above
- 12 What is a 'grid'?
- 13 What is 'white space' and what is its function?
- 14 A _____ layout can be used to convey a message of stability and reassurance, whereas an _____ layout might communicate dynamism or controversy.
- 15 What is the term used for the conjoining of two letterforms to form a distinctive shape?
 - a. ligature
 - b. ornament
 - c. dingbat
 - d. ideogram
 - e. none of the above



Test Questions : Chapter 3

- 1 What are the two main categories of influence in ideas generation?
- 2 What is meant by 'house style'?
- 3 What is a 'flatplan' used for?
- 4 The system of prioritizing information to guide the reader or viewer is known as _____.
- 5 What is the term used when a layout element, usually an image, runs off the edge of a page or screen?
 - a. contrast
 - b. bleed
 - c. highlight
 - d. river
 - e. none of the above
- 6 Why might a text wrap or runaround be used in a layout?



Test Questions : Chapter 4

- 1 Type is found in most areas of visual communication and falls into two main categories: _____ and _____.
- 2 Briefly explain how the following factors can be used to convey and enhance meaning in type design:
 - choice of typeface
 - symmetry/asymmetry
 - harmony and contrast
 - closure and bleed
 - comparison
- 3 Why should 'context' be the first consideration in terms of style?
- 4 List three ways in which impact can be achieved using type.
- 5 What is meant in design terms by 'repetition' and 'rhythm'?
- 6 _____ is a way of leading the reader/viewer through the design and the message it conveys, making clear where parts of the design relate to each other, and thus enhancing the communication.
- 7 What is the form of shorthand that uses type as image by combining punctuation and letterforms to convey meaning known as?
 - a. a rebus
 - b. an onomatopoeia
 - c. a logotype
 - d. an emoticon
 - e. none of the above
- 8 Give three examples of navigational symbols or graphic devices which can help understanding of information and meaning.



Test Questions : Chapter 5

- 1 A tint is a colour with _____ added to make it lighter.
- 2 How are tints useful in a design?
- 3 True or False? Red and black are associated with danger and mourning throughout the world.
- 4 What does CMYK stand for?
 - a. cerise, magenta, yellow and black
 - b. cyan, mauve, yellow and khaki
 - c. cyan, magenta, yellow and black
 - d. cyan, magenta, yellow and khaki
 - e. none of the above
- 5 Colour for screen is produced using which three colours?
- 6 What are the advantages of a colour reference system, such as PANTONE®?
- 7 Scrolling is the most straightforward approach to moving type. What does it involve and where is it most commonly used?
- 8 Briefly outline two advantages and two disadvantages of using moving type.



Test Questions : Chapter 6

- 1 What is a 'typogram'?
- 2 What is 'pastiche' and when might you want to use it in your design?
- 3 Briefly explain the following methods for producing letterforms:
 - calligraphy
 - engraving
 - relief printing
 - stencils
 - Letraset®
- 4 What is the difference between an 'embossed' and 'debossed' design?
- 5 _____ is changing the surface of a design. How might this be achieved?
- 6 What is the main use of three-dimensional letterforms?
- 7 A section of text that is visually arranged to represent an idea or concept is known as?
 - a. a rebus
 - b. an ideogram
 - c. a calligram
 - d. textspcak
 - e. none of the above



Test Questions : Chapter 7

- 1 _____ is the term borrowed from the safety checks on aeroplanes prior to take-off and refers to preparation before publication.
- 2 What do 'dpi' and 'ppi' stand for?
- 3 Why is it useful to provide a printout of your finished work to the printer?
- 4 True or False? Paper weight is usually defined in ounces per square inch.
- 5 List three specialist print finishes.
- 6 Lithography, letterpress, silkscreen, lino print, woodblock, copperplate engraving and etching are specialist methods of producing type. What are these processes usually identified with and why?
- 7 The printing processes you are most likely to use for proofing work are _____ and _____.
- 8 What is the function of a printer's proof?
- 9 What does POD stand for?
 - a. prepared on desktop
 - b. portable ordering device
 - c. print on demand
 - d. print on desktop
 - e. none of the above
- 10 In colour printing, correctly aligned plates are described as being 'in _____'.
- 11 In printing, what is 'trapping'?
- 12 Briefly explain what is meant by the following methods of binding:
 - stitching
 - perfect binding
 - case binding
- 13 What is the usual resolution for images used on screen?
 - a. 72dpi
 - b. 300dpi
 - c. 600ppi
 - d. any - it doesn't matter
 - e. none of the above