

Titan Publications End-of-Course Exam

1. In Commercial Art, much of what is combined with it is journalism. What are the six important things that contribute to this?
 - a. Size, pica, gutter, font, color, value
 - b. Who, what, when, where, why, how
 - c. Line, shape, repetition, emphasis, value
 - d. Tertiary, Analogous, Complementary, Accented, Scale
2. A bleed is
 - a. A photo or element on a page that breaks the spread's external margin and runs to the edge.
 - b. The page number and spread identification information.
 - c. Attribution of person responsible for authoring the copy, photo, layout and/or design.
 - d. An imaginary unifying horizontal line or white space across the spread to help guide the reader from page to page.
3. A Caption is
 - a. Additional coverage that relates to and/or compliments primary content of spread
 - b. Primary story... every spread should have one.
 - c. The copy that identifies the who, what, when, where, why, and how of a picture. Every photo should have one.
 - d. Attribution of person responsible for authoring the copy, photo, layout and/or design.
4. When we think of the EYELINE, we understand it to be
 - a. A detail packed, spread specific secondary headline
 - b. The title of the copy or story.
 - c. An imaginary unifying horizontal line or white space across the spread to help guide the reader from page to page.
 - d. Primary story... every spread should have one.
5. The FOLIO is the information below a photo.
 - a. True
 - b. False
6. A Quotation can be your interpretation of what another person said.
 - a. True
 - b. False
7. What is a double page spread
 - a. Two facing pages in a book that are designed to appear as one cohesive design.
 - b. Single facing pages that are different in design.
 - c. One single page.
 - d. Portrait pages within a book.
8. Secondary content is
 - a. Attribution of person responsible for authoring the copy, photo, layout and/or design.
 - b. Primary story... every spread should have one.

- c. The page number and spread identification information
 d. Additional coverage that relates to and/or compliments primary content of spread
9. What is the Folio
 a. A detail packed, spread specific secondary headline
 b. The page number and spread identification information.
 c. Additional coverage that relates to and/or compliments primary content of spread
 d. The title of the copy or story.
10. White space is the all areas of the page that are covered.
 a. True
 b. False
11. A "Drop Cap" is
 a. Just a normal Capital letter
 b. A decorative capital letter at the beginning of a paragraph that hangs below the top line of the paragraph and occupies space of more than one line.
 c. A small capital letter that blends in with the rest of the text
 d. A capital letter.
12. What is the gutter?
 a. The white space on the outside of a page
 b. The grid on the lay-out page
 c. The space between 2 facing pages
 d. The negative space on all pages
13. The dominant photo on a layout is the largest photo on the page.
 a. True
 b. False
14. Interior margins are usually
 a. Two picas wide
 b. Three picas wide
 c. One half a pica wide
 d. One pica wide
15. When working with photos, if you place a dominant photo and then a smaller photo one pica away from the dominant and another one pica away from the other two, this creates the
 a. Gutter
 b. White Space
 c. Caption area
 d. Eye line
16. What is a good way to coordinate color choices?
 a. Choose a color from a dominant photo and then work with complementary and analogous colors.
 b. Pick any color at random
 c. Choose a color scheme and stick with it.
 d. Both A and C
17. You should avoid purposeless clip art
 a. True
 b. False
18. What is the maximum number of fonts you would want to use in a publication?
 a. 1
 b. 2
 c. 3
 d. 4
19. Lots of visual ideas and lots of color make a publication better.
 a. True
 b. False
20. This is a sample of a serif font. **T**
 a. True
 b. False
21. One of the best ways to pull ideas together as a team is to
 a. Brainstorm
 b. Just simply hand out assignments
 c. Only depend on a leader
 d. Work independently

22. When organizing the sequence of pages in a book, a _____ is used.
- Grid
 - Pie Chart
 - Ladder
 - Mock Layout
23. When a printer goes to print, they usually print sets of pages together. What is this called?
- Signature
 - Group
 - Double-page spread
 - Single page
24. A colophon is something written at the end of a publication. It includes:
- Technical aspects of the book and the printing
 - Fonts
 - Equipment used
 - All of the above
25. Begin captions with interest-arousing words, NOT the name of the person in the picture
- True
 - False
26. Why is this a good photo for publication?
- Interesting Angle
 - It is clear
 - It is perfectly exposed
 - All of the above.
27. When writing captions for photos, avoid the following: clichés or trite wording that describe actions with feelings, such as; smiles with happiness, jumps with joy, gives with love.
- True
 - False
28. This is a sample of a sans-serif font.
- True
 - False



T

29. When taking a photo for a publication, it is important to consider clarity, action and purpose
- True
 - False
30. A Headline is
- a detail packed, spread specific secondary headline
 - Attribution of person responsible for authoring the copy, photo, layout and/or design.
 - Primary story... every spread should have one.
 - The title of the copy or story.
31. A dominant photo is the smallest photographic element on a layout.
- True
 - False
32. What is an internal margin?
- The fold between two pages where the pages are bound together.
 - The white space around the outside of the spread
 - The spacing between all of the elements on a spread.
 - Empty area of a spread not covered by copy, photos, or graphic elements
33. Every designer uses the same basic pieces to create design. These are:
- Photos, copy, and white space.
 - Clip art, photos and images copied from the internet.
 - Quotes and clip art.
 - Grids
34. Photos should not be used in a publication if
- They are out of focus
 - Have no meaning to whatever is on the page
 - Are black and white
 - A and B

35. You are covering a story about softball at a high school. One of your team members wants to use this photo. Why would you discourage the use of this photo?



- It's square
 - Motion is poor
 - It's underexposed
 - It should be black and white
36. This is a sample of a good layout. What makes it aesthetic?
- The use of white space
 - The use of clip art
 - The use of captions
 - Long body copy



37. The copy within a lay-out includes: Headlines, story and captions.
- True
 - False
38. What is the most important type on a spread?
- Sub Headline
 - Caption
 - Body Text
 - Headline

39. Which headline below would be a better sub headline?
- Key Club Sells Candy
 - How Sweet It Is
40. What is the best way to grab a reader's attention in a publication?
- Captions
 - A Headline
 - Sub Headline
 - Folio
41. What is a pica?
- a printing industry unit of measurement
 - There are 12 points to a pica
 - one pica is approximately 0.166in
 - all of the above
42. When we "ghost" an image
- We add a border
 - We make the image black and white
 - We make the image faint by changing the opacity.
 - We add text to it
43. If you see this: positive concepts
- You need to correct it with capitalization.
 - You need to choose another phrase
 - You need to insert a comma
 - None of the above
44. What does this mark mean? str o ive
- Leave unchanged
 - Close the gap
 - Insert a period
 - Set in bold
45. What is a complementary color?
- A color next to the color chosen on the color wheel.
 - A secondary color
 - A color that mixes 2 colors
 - A color opposite the color chosen on a color wheel.