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Directions: Each of the questions or incomplete statements listed below is followed by four possible answers. Read each question carefully and completely before you attempt to select an answer. Choose the response that you believe best answers the question or completes the statement. Completely fill in the circle containing the letter of your choice on the answer sheet. If you make a mistake, be sure to erase completely.

A nonprogrammable calculator may be used for this test.

COMPUTER LITERACY

1. Random access memory (RAM) is
 - A. temporary memory
 - B. permanent memory
 - C. restricted memory
 - D. memory on a storage disk
2. If the computer system stops responding to commands, the operator should
 - A. quit working on the file causing the problem
 - B. call for technical help immediately
 - C. walk away and take a break from the situation
 - D. restart/reboot the computer
3. Scanners, monitors, and storage devices are examples of
 - A. operating systems
 - B. peripherals
 - C. PHP coding
 - D. software
4. A desktop printer is considered a/an _____ device.
 - A. storage
 - B. input
 - C. video
 - D. output
5. A peripheral is a piece of computer _____ that is added to a host computer in order to expand its abilities.
 - A. software
 - B. shareware
 - C. hostware
 - D. hardware
6. QuarkXPress, InDesign, Illustrator, and Photoshop are examples of
 - A. soft copy
 - B. hardware
 - C. hard copy
 - D. software

7. In Word 2003, "Cut" and "Paste" are found under which pull down menu?
 - A. File
 - B. Edit
 - C. Tools
 - D. View
8. What is the easiest way to move elements from one document to another?
 - A. cut and paste
 - B. save
 - C. step and repeat
 - D. duplicate
9. Which software is best for laying out a 52-page book?
 - A. Illustrator or Freehand
 - B. PowerPoint or Excel
 - C. InDesign or QuarkXPress
 - D. Photoshop or Acrobat
10. The safest way to protect a computer from lightening is to use a
 - A. manual shut-off switch
 - B. surge protector
 - C. co-processor
 - D. hard drive backup
11. If a printout has jagged edges on the fonts, check
 - A. the ink cartridge
 - B. if font is vector outlined
 - C. if computer operator is in error
 - D. if font is missing
12. An operator encounters difficulty printing to the desktop printer. The operator should
 - A. verify that all connections are securely in place
 - B. call the printer manufacturer immediately
 - C. switch to another computer
 - D. keep trying to print the document
13. Creating _____ helps keep job files organized on the computer.
 - A. images
 - B. folders
 - C. graphics
 - D. documents
14. The largest unit of digital measurement listed below is a
 - A. terabyte
 - B. megabyte
 - C. kilobyte
 - D. gigabyte
15. A designer is working on a variety of jobs for a local pizza shop. What is a reasonable name for the folder containing supporting documents for these jobs?
 - A. business name
 - B. designer's name
 - C. untitled 1
 - D. current date

16. CDs, DVDs, and flash drives are all types of media used to
- A. store data
 - B. replace data
 - C. open files
 - D. close files
17. To keep the most current copy of a file, the designer should
- A. empty trash
 - B. back up weekly
 - C. burn CDs
 - D. save often
18. The process of copying data, software, or other digital information on separate media in addition to its original storage is called
- A. transporting
 - B. backing up
 - C. digitizing
 - D. exporting
19. When importing photographic images to a website, the _____ format is often used due to the small file size.
- A. LZW
 - B. GIF
 - C. JPG
 - D. TIF
20. On the Internet, marking a specific place in electronic documentation to enable easy return to it is called
- A. bookmarking
 - B. listing
 - C. favoritism
 - D. designing
21. Downloading copyrighted music or photos at no cost is often
- A. legal
 - B. lucrative
 - C. difficult
 - D. illegal
22. A designer has been commissioned to create a cartoon character for a local restaurant. The client insists that the character be an exact duplicate of a copyright-protected character used by another company. The designer's best approach is to
- A. suggest using an original idea and explain copyright infringement
 - B. use the same character but change the color
 - C. create the character and let the restaurant handle the legalities
 - D. drop the assignment immediately
23. To use a copyrighted image, a designer should
- A. put the owner's own name on the image
 - B. obtain permission from owner
 - C. contact the copyright office
 - D. consult an attorney

TYPOGRAPHY

24. A solid color block with white text is called a

- A. knock-out
- B. bleed
- C. reverse
- D. backward

25. Font is the common term for

- A. typeset
- B. type-code
- C. type-font
- D. typeface

26. A recurring element at the top of every page is called a/an

- A. header
- B. footer
- C. title
- D. hanging indent

27. Which typeface maintains the same stroke thickness?

I. Bodoni

II. Courier

III. Avant Garde

IV. Times

- A. I
- B. II
- C. III
- D. IV

28. Common styled letters and characters are known as a

- A. font series
- B. typography style
- C. font family
- D. font group

29. Which of the following is considered a font family?

- A. serif and sans serif
- B. cursive and script
- C. script and gothic
- D. bold and italic

30. The baseline is located at the
- A. bottom of x-height
 - B. top of ascender
 - C. center of copy
 - D. bottom of descender
31. Slanted letters are called
- A. serifs
 - B. italics
 - C. boldface
 - D. sans serif
32. Type size is measured in
- A. inches
 - B. picas
 - C. points
 - D. millimeters
33. 12 point type is considered
- A. body copy
 - B. caption
 - C. display text
 - D. byline
34. 18 point type is considered
- A. body copy
 - B. caption
 - C. display text
 - D. byline
35. Measuring the width of a block of text in picas gives the line
- A. thickness
 - B. height
 - C. weight
 - D. length
36. The proofreading mark ^ indicates
- A. deleting
 - B. color
 - C. numbering
 - D. inserting
37. Written instructions and symbols indicating type changes are called
- A. typesetter's marks
 - B. design briefs
 - C. type arrangements
 - D. proofreader's marks
38. When "stet" is shown next to an item that has been marked for revision on a proof, the designer needs to
- A. leave the item as is
 - B. correct the item
 - C. highlight the item in red
 - D. get approval from the art director
39. Adjusting spaces between letters is called
- A. reading
 - B. kerning
 - C. editing
 - D. scaling

40. The space between lines of type is called

- A. kerning
- B. tracking
- C. leading
- D. paragraphing

41. A word by itself at the end of a paragraph is called a/an

- A. orphan
- B. widow
- C. hyphen
- D. colon

42. How many fonts are traditionally considered acceptable in an ad layout?

- A. one to three fonts
- B. four to six fonts
- C. unlimited fonts
- D. only one font

43. When designing an event poster, the most important consideration is to

- A. use diverse fonts
- B. use a variety of colors
- C. convey information
- D. display graphics

44. When setting up a catalog price list, use _____ to organize the information.

- A. kerns
- B. returns
- C. tabs
- D. letter spaces

45. The standard first line indent of a paragraph is a/an

- A. en space
- B. em space
- C. space
- D. ellipsis

46. When the last line of a paragraph wraps to the top of the next column, it is called a/an

- A. ladder
- B. orphan
- C. widow
- D. river

47. For textbook composition, which of the following typefaces is a better choice?

I. *Monotype Corsiva*

II. **Old English**

III. **Times New Roman**

IV. **Comic Sans**

- A. I
- B. II
- C. III
- D. IV

48. Most books are printed in _____ type style.

- A. serif
- B. sans serif
- C. script
- D. decorative

49. For a formal wedding invitation, which font is a good choice?

I. *Palace Script*

II. **Franklin Gothic Heavy**

III. **Comic Sans**

IV. **Arial**

- A. I
- B. II
- C. III
- D. IV

<p>DESIGN THEORY AND APPLICATION</p>

50. The orientation of a landscape page is

- A. vertical
- B. perpendicular
- C. horizontal
- D. diagonal

51. When a design has all its visual elements equally balanced, the design is called

- A. symmetrical
- B. asymmetrical
- C. uniform
- D. geometric

52. The _____ size is the final size of a printed piece.

- A. stock
- B. trim
- C. margin
- D. window

53. Using different type styles and sizes achieves

- A. tone
- B. size
- C. shape
- D. contrast

54. Balance and contrast are examples of design

- A. principles
- B. standards
- C. forms
- D. objectives

55. Effective design should have

- A. bold calligraphy
- B. many color options
- C. immediate graphic impact
- D. large size typeface

56. For maximum impact in a layout, the type and image must
- clash with each other
 - be next to each other
 - work together
 - stand alone
57. Good design should utilize _____ to produce an effective layout.
- theories of instructional design
 - principles of design
 - principles of advertising
 - elements of type
58. An effective method for creating depth in a 2-D design is to create
- objects that recede in size on the page
 - objects of the same size and shape on the page
 - textures on same size objects
 - objects of the same size and color
59. Filters and effects in a drawing program can be used to create
- guides
 - textures
 - balance
 - unity
60. Visual elements absent in the background of a page can promote a/an _____ layout.
- landscaped
 - informal
 - formal
 - portrait
61. A mock-up of a package design is a
- final draft
 - presentation
 - prototype
 - display
62. When creating a 3-dimensional piece of work the designer is creating
- length, width, and depth
 - length, side, and theme
 - side, length, and color
 - side, material, and depth
63. Examples of 3-dimensional art include
- sculpture, ceramics, and jewelry
 - mobile, shaded drawings, and sculpture
 - sculpture, calligraphy, and ceramics
 - jewelry, watercolor paintings, and ceramics
64. When the client provides information for a project, the artist calls these basic requirements
- roughs
 - thumbnails
 - specifications
 - dimensions
65. A/an _____ is a comprehensive written document for a project representing a person or business.
- demographic study
 - design brief
 - instructional manual
 - vision statement

66. When meeting with a client, one way to sell the idea is to be _____ and interested during the presentation.
- A. passionate
 - B. loud
 - C. aggressive
 - D. passive
67. When trying to sell an expensive product, an upscale approach is to use
- A. embossing
 - B. informal typography
 - C. a cartoon illustration
 - D. bright colors
68. The main task when creating a logo is to create a symbol that
- A. communicates the client identity
 - B. is made up of colors that do not fight each other
 - C. can stand alone as an attractive piece of art
 - D. is indistinct enough to allow design flexibility
69. If asked to create a package design for children's cereal, what is the best choice for the target market?
- A. technical illustration
 - B. cartoon or caricature
 - C. mechanical illustration
 - D. type only design
70. The process of *rapidly* generating as many ideas as possible is called
- A. convergent thinking
 - B. diverging
 - C. cognitive thinking
 - D. brainstorming
71. Billboards project a message in mere seconds, so the design should
- A. have stripes and large black type
 - B. convey a single, clear, simple concept
 - C. convey as many ideas as possible
 - D. use many bright colors
72. What principle drives a designer to position various elements of a web page in a way that encourages a viewer to browse (read) the site?
- A. layout design
 - B. design studio
 - C. web target
 - D. client specification
73. What is the most prominent identity item for many businesses?
- A. card
 - B. logo
 - C. advertisement
 - D. letterhead
74. A _____ layout leaves little doubt as to what the finished job will look like.
- A. pictorial
 - B. comprehensive
 - C. rough
 - D. thumbnail

75. To convey several potential creative approaches to a design project, the designer often develops a
- A. finished comprehensive
 - B. series of thumbnail sketches
 - C. rough draft
 - D. computer rough
76. When laying out a multiple-page book, start by
- A. deciding how many pages will be needed
 - B. deciding how many photos will fit on a page
 - C. counting copy
 - D. designing a consistent page format
77. When a client provides specifications for an advertisement, the artist should perform these tasks in what order?
- A. thumbnails, rough, then illustration
 - B. rough, comprehensive, then thumbnails
 - C. rough, sketch, then idea
 - D. thumbnails, rough, then comprehensive
78. How many 2 by 3.5-inch images can be placed on a single-sided 8-1/2 by 11-inch sheet of paper without bleeds?
- A. 6
 - B. 8
 - C. 12
 - D. 16
79. If the side of a square image is increased from two inches to four inches, then its area is increased by _____ percent.
- A. 50
 - B. 100
 - C. 300
 - D. 400
80. Reduction and enlargement percentages can be calculated by using a
- A. line gauge
 - B. ruler
 - C. proportion wheel
 - D. measuring scale
81. When selecting the most readable type for a billboard application, a designer should consider
- A. outlined type
 - B. Greek lettering
 - C. symbols and characters
 - D. bold sans serif
82. Choosing an appropriate image is important because it
- A. gives immediate impact
 - B. shows part of the product
 - C. will always sell the product
 - D. makes up for bad type choices
83. A well-designed travel brochure should contain
- A. all images and no text
 - B. as little text as possible
 - C. less text and more images
 - D. as much text as possible

84. A local meat market is having its annual meat sale. What is considered an unconventional way to advertise the event?

- A. pre-printed grocery bag sent to customers
- B. full page advertisement
- C. flyers on windshields in the parking lot
- D. banners inside the store

85. A "mom and pop" cookie bakery at the local mall is losing business to the recently-opened chain store. What type of unconventional advertising could the owners use to draw attention to their shop?

- A. coupon printed on the bakery sack for returning customers
- B. employee wearing cookie suit and passing out coupons
- C. direct mail piece to customers
- D. ad in the Sunday paper

86. A carpet store owner has business cards printed, and the back side looks like a folded \$20 bill. The fake \$20s were dropped near the store, and people would get \$20 off when the cards were "redeemed". This is considered

- A. point of purchase
- B. bait and switch
- C. unconventional advertising
- D. unique selling point

COLOR THEORY AND APPLICATION

87. On a color wheel, complementary colors are found

- A. directly across from each other
- B. adjacent to each other
- C. beside each other
- D. one color to the left of each other

88. One primary color mixed with a secondary color results in a _____ color.

- A. secondary
- B. primary
- C. tertiary
- D. monochromatic

89. What are the three primary colors?

- A. yellow, blue, and purple
- B. red, yellow, and green
- C. yellow, blue, and red
- D. red, blue, and green

90. In theory, if all of the primary colors are combined, the resulting color will be

- A. black
- B. white
- C. violet
- D. gray

91. Which color creates the impression of coolness?
- A. red
 - B. orange
 - C. black
 - D. blue
92. Historically, the color purple represents
- A. anger
 - B. royalty
 - C. happiness
 - D. love
93. Which colors create the impression of warmth?
- A. yellow and orange
 - B. violet and blue
 - C. tan and brown
 - D. blue and black
94. Adding black to a color creates a _____ of that color.
- A. shade
 - B. hue
 - C. shadow
 - D. tone
95. Black, white, and gray may be used with any other color or combination of colors to result in
- A. balance
 - B. harmony
 - C. tones
 - D. shades
96. Adding white to a color creates a _____ of that color.
- A. pattern
 - B. tint
 - C. screen
 - D. saturation
97. To achieve a monochromatic color scheme, choose _____ of one color.
- A. different hues
 - B. only darker values
 - C. only lighter hues
 - D. different values
98. Primary colors are an appropriate color scheme to use for
- A. camouflage wear
 - B. springtime bouquets
 - C. toddler toys
 - D. autumn festival
99. When designing a billboard, readability is maximized by choosing
- A. red on black
 - B. yellow on white
 - C. red on white
 - D. blue on gray
100. A computer monitor uses which of the following color systems?
- A. red, blue, and yellow
 - B. yellow, magenta, and cyan
 - C. red, green, and blue
 - D. cyan, magenta, yellow, and black

101. The process colors used in printing are
- A. cyan, blue, purple, and black
 - B. magenta, cyan, blue, and black
 - C. magenta, yellow, blue, and red
 - D. cyan, magenta, yellow, and black
102. For an image to print properly on a printing press, it must be converted to
- A. RGB
 - B. CMYK
 - C. LAB
 - D. Index
103. Use _____ to specify a pantone matching system color choice.
- A. letters
 - B. Roman numerals
 - C. symbols
 - D. numbers
104. The acronym, PMS, stands for
- A. purple, magenta, and sienna
 - B. pantone matching system
 - C. primary matching solutions
 - D. primary music system
105. When choosing color 130c swatch from a Pantone Guide, what does the "c" stand for?
- A. coated
 - B. color
 - C. cool
 - D. clear

106. When a client specifies a spot color to be used on their job, what is the standard ink used?
- A. arbitrary color process
 - B. process color system
 - C. pantone matching system
 - D. supplemental color indication

<p style="text-align: center;">DRAWING AND DIGITAL ILLUSTRATION</p>
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107. A vector image can be
- A. scaled
 - B. pixelated
 - C. tiled
 - D. merged
108. Stroke weight determines line
- A. position
 - B. color
 - C. length
 - D. thickness
109. Outline view is helpful for
- A. vague placement of objects
 - B. precise placement of objects
 - C. previewing artwork
 - D. changing artwork
110. Smudging on a finished pencil drawing can be prevented by using
- A. spray mount
 - B. varnish
 - C. fixative
 - D. rubber cement

111. A mock-up given to a client is a
- A. proof
 - B. finished piece
 - C. mechanical
 - D. specification
112. A _____ pencil produces the most contrast in a graphite drawing.
- A. 4H
 - B. 6B
 - C. HB
 - D. 2B
113. Use a _____ pen as the primary tool for providing a stipple rendering technique.
- A. feather
 - B. ruling
 - C. technical
 - D. speedball
114. Converging lines, eye level, and vanishing points are associated with
- A. ghosting
 - B. vignette
 - C. perspective
 - D. ascender
115. When three-point perspective is used in a drawing, there is/are _____ vanishing point(s).
- A. one
 - B. two
 - C. three
 - D. four
116. To minimize distortion in a perspective drawing, the two vanishing points on the horizon line should be placed as
- A. close together as possible
 - B. far apart as possible
 - C. determined by the shape of the objects
 - D. determined by the measuring points
117. A drawing technique showing depth is called
- A. orthographic
 - B. perspective
 - C. mechanical
 - D. planographic
118. What are two types of watercolor paint?
- A. opaque and transparent
 - B. glaze and solid
 - C. impasto and fresco
 - D. genre and impasto
119. To digitize line art, scan the image to what type of file?
- A. full color
 - B. black and white
 - C. grayscale
 - D. halftone
120. A drawing technique that uses small dots to create value in an illustration is referred to as
- A. cross-hatching
 - B. smudging
 - C. hatching
 - D. stippling

121. When converting text to outline in a drawing program, it becomes
- A. rasterized art
 - B. drawing art
 - C. vector art
 - D. a cartoon

122. When saving a full-color illustration for final output on a press, save it to which color mode?

- A. CMYK
- B. HSV
- C. RGB
- D. LAB

123. When pre-flighting a color illustration that contains a yellow fill and a black stroke, one way to trap the colors in the illustration is to

- A. knockout the stroke
- B. overprint the stroke
- C. knockout the fill
- D. overprint the fill

124. To digitize a photograph, the photographer must _____ the photo.

- A. screen
- B. scan
- C. copy
- D. color

125. What software is best for manipulating digital images?

- A. Illustrator
- B. Dreamweaver
- C. QuarkXPress
- D. Photoshop

126. Twain acquire is used to select a scanner to _____ an image.

- A. digitize
- B. print
- C. crop
- D. delete

PHOTOGRAPHY

127. The four most common sizes for a professionally printed photograph are 4-inch by 5-inch, 8-inch by 10-inch, 11-inch by 14-inch, and

- A. 11-inch by 13-inch
- B. 11-inch by 17-inch
- C. 16-inch by 20-inch
- D. 17-inch by 20-inch

128. A film photograph is also called

- A. line art
- B. continuous tone
- C. flat tone
- D. drop out

129. When a photograph is printed, it becomes a halftone. The resolution of a halftone is measured in

- A. dots
- B. pixels
- C. scans
- D. lines

130. A traditional 35 mm camera uses _____ to store photographs.

- A. film
- B. a disk
- C. a hard drive
- D. the Internet

131. When zooming in on an image with a digital camera, which will produce a higher quality photograph?

- A. digital zoom
- B. auto focus
- C. optical zoom
- D. auto flash

132. When taking and downloading digital photos that will be used in print media, one should be sure to

- A. save the file format as .tif
- B. set the camera to its lowest resolution
- C. leave all photo names as untitled
- D. re-save images in RGB mode

133. If an artist were to "buy out" the rights to a photograph, that artist would have the right to reproduce the photo _____ times.

- A. 1 to 5
- B. 1 to 100
- C. 1 to 1,000
- D. unlimited

134. According to copyright law, who holds the usage rights to a photograph?

- A. manufacturer
- B. client
- C. agency
- D. photographer

135. If a client brings in a studio portrait and wants it scanned for a brochure, what is required before the image is scanned?

- A. color separation key
- B. written permission from studio
- C. pantone swatch book
- D. approved job ticket

PRODUCTION AND PRINTING

136. When a 50 percent color is specified, it means that the printed area will be _____ than the 100 percent color.

- A. brighter
- B. darker
- C. warmer
- D. lighter

137. The symbols used to align color separations are _____ marks.

- A. trim
- B. crop
- C. hash
- D. registration

138. To achieve an accurate reproduction of a pencil rendering, a _____ should be produced.

- A. halftone
- B. line drawing
- C. moiré
- D. combined plate

139. What does DPI refer to?

- A. dots per increment
- B. dots per inch
- C. desktop publishing information
- D. desktop publishing interface

140. A 16-page brochure, laid out on a large sheet of printing paper, is called a

- A. signature
- B. layout sheet
- C. specimen
- D. press sample

141. The standard bleed allowance should be

- A. 1/32 inch
- B. 1/8 inch
- C. 1/2 inch
- D. 1 inch

142. Pre-flighting means that a designer is

- A. preparing files for the service bureau
- B. taking the files home to work on
- C. getting rid of the files
- D. saving files to a disk

143. When sending design for output, the designer should send all digital files and a

- A. storyboard
- B. thumbnail
- C. tissue paper
- D. mock-up

144. In order to send a job to press, include a

- A. printer workbook
- B. set of written instructions
- C. specification sheet
- D. creative shot

145. If a job ticket specifies "process color plus spot" how many colors will be printed?

- A. two
- B. four
- C. five
- D. seven

146. To determine the document page size, refer to the job ticket for the

- A. signature units
- B. trim size
- C. special paper considerations
- D. custom binding

147. Crop marks/trim marks are used for

- A. designating cutting edge of layouts
- B. registering color separations
- C. folding brochures
- D. aligning photographs

148. A traditional full-color requires _____ plate(s) on the printing press.

- A. one
- B. two
- C. four
- D. eight

149. The process of thermography creates a/an _____ finish.

- A. raised
- B. debossed
- C. engraved
- D. stenciled

150. A two-color print job refers to the

- A. number of inks used to print the job
- B. mixing colors
- C. manufacturer's number of colors
- D. number of primaries

151. Which color will copy the same as black when using grayscale reproductive methods?

- A. red
- B. yellow
- C. blue
- D. light blue

152. What type of printing is a process used to print textiles?

- A. screen
- B. offset
- C. flexography
- D. letterpress

153. The best surface to use when printing a newspaper is

- A. newsprint
- B. coated
- C. textured
- D. bond

154. When specifying paper for output, the designer should indicate the paper's

- A. name, weight, color, and finish
- B. name, size, color, and company
- C. color, finish, cover, and sample
- D. sample, company, color, and size

155. In general, most business cards are printed on

- A. newspaper print
- B. poster board
- C. watercolor paper
- D. cover stock

156. When choosing a paper surface for printing a design, consider the

- A. texture
- B. girth
- C. thickness
- D. size

COMMUNICATION AND CAREER SKILLS

157. When making an oral presentation to a client, speak
- A. clearly and confidently
 - B. in a low voice
 - C. quickly and urgently
 - D. in a monotone
158. A production artist's resume should clearly state
- A. marital status and number of children
 - B. entry level career objectives
 - C. date of birth
 - D. race or ethnicity
159. After completion of a design internship, the intern should send a
- A. letter of intent
 - B. cover letter
 - C. resume
 - D. thank you letter
160. A classroom critique takes place with a positive attitude towards the session. This is an example of
- A. learning from the classroom peer group
 - B. expressing anger and sarcasm
 - C. adhering to an unswerving opinion
 - D. recognizing that compromise is not important
161. One way to reflect acceptance and understanding after a project critique is to
- A. downsize educational goals
 - B. behave defensively
 - C. demand a re-evaluation
 - D. try out new ideas
162. If an art director says to change something that a designer likes in a layout, the designer should
- A. continue doing it his/her own way
 - B. ask for opinions from other employees
 - C. do as the art director has directed
 - D. suggest that the art director do it himself/herself
163. If a customer calls about changes on his/her business cards and letterhead, the person taking this telephone call should
- A. immediately recite the information to the supervisor
 - B. accurately write down the correct information
 - C. take minimal notes on a scrap piece of paper
 - D. call the customer back later
164. A designer should _____ while on a photo shoot.
- A. bring other work along
 - B. invite a friend to observe
 - C. focus all attention on the client
 - D. observe and direct the photographer

165. The best approach for working with an illustrator is to
- A. demand that the illustrator trace the comprehensive
 - B. allow the illustrator to interpret the idea in his/her style
 - C. watch the illustrator closely during every step of his/her illustration
 - D. pay the illustrator a large advance for incentive
166. When meeting with a printer, good eye contact, acknowledgement, and asking questions are all signs of being a/an
- A. distracting influence
 - B. poor responder
 - C. creative personality
 - D. active listener
167. To confirm a client's job specifications, use active listening skills, including
- A. identification of other's mistakes
 - B. a non-favorable self-image
 - C. use of feedback to clarify communication
 - D. excellent computer techniques
168. If someone from the print shop has just called stating that a print job will not be completed by the due date, what is the first thing to do?
- A. Express anger at the person from the print shop.
 - B. Discuss possible alternatives.
 - C. Call the client.
 - D. Hire a different print shop to do the job.
169. During a fellow student's in-class project critique, classmates observe that the font does not work well with the layout. A positive suggestion is to
- A. choose a different font
 - B. abandon the project and start over
 - C. change the graphics
 - D. try a different paper size
170. When discussing and refining design ideas, the speaker's tone of voice can reflect
- A. the quality of the person's work
 - B. the way others respond to the person
 - C. the person's education level
 - D. what life experiences that person has had
171. To refine a design, one of the best tools is
- A. an independent attitude
 - B. constructive criticism
 - C. creative differences
 - D. a printer's loupe

WORK ENVIRONMENT

172. The best tool to use while attempting to draw a perpendicular line is a
- A. triangle
 - B. t-square
 - C. ruler
 - D. protractor

173. Using _____ is the best way to remove rubber cement from hands.

- A. turpentine
- B. soap and water
- C. gasoline
- D. rubber cement thinner

174. A common tool to measure type size and leading is a/an

- A. proportional wheel
- B. E-scale
- C. pica pole
- D. ruler

175. Health risk can be caused by what airborne particles?

- A. tempera paint
- B. toner
- C. acrylic paint
- D. fixatives

176. Because it contains a potentially hazardous volatile organic compound, rubber cement should be stored

- A. in a locked metal cabinet
- B. around an electrical outlet
- C. in an open, ventilated space
- D. on the floor in unmarked containers

177. The operator should always _____ while working with electronic devices.

- A. wear safety glasses
- B. clean the equipment before use
- C. stand at arm's length away from the device
- D. keep water away from the equipment

MULTIMEDIA

178. A consecutive motion of a still image will create

- A. effect
- B. layering
- C. movement
- D. animation

179. Which of the following presentation formats creates the most moving, dynamic impact upon viewing?

- A. slide show
- B. multimedia
- C. still photography
- D. hand drawing

180. Software that incorporates images, sound, and a slide show is called

- A. multimedia
- B. media show
- C. slide media show
- D. multi-slide

181. A/An _____ is an image or graphic that moves across the screen.

- A. cartoon
- B. .eps
- C. animation
- D. .jpg

182. What type of software allows the designer to incorporate text, animated graphics and/or images into a digital slide show?

- A. image editing
- B. presentation
- C. 3-D animation
- D. page layout

183. Before creating a multimedia presentation on the computer, the designer should create a

- A. 3-D model
- B. rough
- C. storyboard
- D. gridded layout

DIGITAL IMAGE MANIPULATION

184. The term, megapixel, means

- A. one million pixels
- B. photographs that can be taken
- C. color within a photograph
- D. pixels per inch

185. After scanning a photograph, the image is broken up into a

- A. dot pattern
- B. highlighted image
- C. line pattern
- D. shaded image

186. What types of images are resolution independent and can be scaled without loss of quality?

- A. raster
- B. vector
- C. continuous tone
- D. grayscale

187. Most digital cameras capture photographs in which of the following formats?

- A. .gif
- B. .jpg
- C. .eps
- D. .tif

188. PDF stands for

- A. Portable Document Format
- B. Printing Digital File
- C. Perforated Document Format
- D. Prepress Digital File

189. Which file format renders an image to the smallest file size?

- A. .eps
- B. .gif
- C. .tif
- D. .pdf

190. When using a scanner, a designer should calculate the _____ to enlarge/reduce the image.

- A. percentage
- B. inches
- C. picas
- D. time

191. The common resolution for a web graphic is

- A. 72 ppi
- B. 150 ppi
- C. 300 ppi
- D. 1,200 ppi

192. When preparing an image for an ad in the newspaper, the resolution should be

- A. 150 to 240 ppi
- B. 200 to 290 ppi
- C. 300 to 350 ppi
- D. 600 to 1,200 ppi

193. The first step in converting a color image to a duotone is to

- A. enlarge the resolution
- B. convert the image to grayscale
- C. change the model to LAB
- D. adjust the curves

194. When masking a background using clipping paths, in what file format should the image be saved?

- A. .tif
- B. .jpg
- C. .eps
- D. .png

195. A quick way to enhance colors in an image is to adjust

- A. saturation
- B. file size
- C. contrast
- D. value

END OF ASSESSMENT