

# Graphic design final exam questions preparation

[Design](#)



Describe each one in detail: 1- Posters: A poster is any piece of printed-paper designed to be attached to a wall or vertical surface. Typically posters include both textual and graphic elements. Posters are designed to be both eye-catching and informative. Posters may be used for many purposes. They are a frequent tool of advertisers (particularly of events, musicians and films), propagandists, protestors and other groups trying to communicate a message.

Posters are also used for reproductions of artwork, particularly famous works, and are generally low-cost compared to original artwork. 2- Catalogs: A list or itemized display, as of titles, course offerings, or articles for exhibition or sale, usually including descriptive information or illustration. The catalogs are published as a printed document or (e catalogs on the Internet or on a diskette CD/DVD etc. 3- Corporate Identity: Combination of color schemes, design, words, etc. that a firm employs to make a visual statement about itself and to communicate its business philosophy.

Corporate identity is an enduring symbol of how a firm views itself, how it wishes to be viewed by others and how others recognize and remember it. Corporate identity is conveyed by things such as buildings, decor, logo, name, slogan, uniform and it is largely affected by the financial performance. The corporate identity is more permanent and unless changed deliberately. Prepared By Novo AH-Kibbutzim Final Exam Preparation SQ. What are the five main elements of design describe each?

The elements of design are the building blocks of all the designs, chosen to convey the message beyond the actual words or photos used. -

Lines: ; ; ; ; ; ; Long or short, straight or curved Horizontal vertical or diagonal (create patterns) Solid, dashed, thick, thin or of variable width Line can divide or unite the elements on a page Define direction of movement Can be used in conjunction with other elements 2- Shapes ; ; ; Basic shapes (circle - triangle and rectangle) Most familiar shape is the rectangle, which is often used of paper and books.

Printed project that cut into different shapes such as circles, Triangles and free form shapes are found on the page within the graphics or it the way elements are placed of the page. - Mass ; Mass is size, there are physical and visual size (size can be relative. ) ; Physically small brochure can have a great deal of mass through the use of heavy and graphic elements. ; A physically large book can appear smaller, lighter by using graphic and text sparingly.

Paper has certain size because of the size and weight of the paper, visual masses (how light or heavy it appears) 4-Texture o A texture is the feel of the paper (smooth or rough) o Texture can be visual, on the web, background that stimulates familiar fabrics, stone and other textures are common. - Color Color is used to attract attention. It can be subtle or bold. Color can be found in paper, the text or the graphic elements of photos. A monochrome color scheme uses a single color in various tints; other layouts utilize combination of two, three or more colors. Colors can be used to elicit specific emotions and reactions.

Red is typically thought of as an attention grabbing, hot color. Blues are more calming or convey stability SQ. What is typography? ; Study of the

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design of typefaces and the way in which the type is laid out on a page to best achieve the desired visual effect ND to best convey the meaning of the reading matter. The art or process of printing with type. The arrangement of type involves the selection of typefaces, point size, line length, leading, adjusting the spaces between groups of letters and adjusting the space between pairs of letters. SQ. Name 4 categories of type and their uses?

Category of type Use - Black letter font Serif fonts (little feet) Known as Text, Old English and Gothic Style is based on early written forms , elaborate thick to thin strokes and serifs Used on diplomas, certificates, invitations, nameplates Script fonts Mainly used as body copy (books, magazines) - Script is type that looks like writing! - Used on invitations, wedding stationery, book titles, headings etc. 3 SUMMER 2013 Used for main headings, mastheads Display fonts SQ. What is visual hierarchy of Information? Visual hierarchy is the order in which the human eye perceives what it sees.

The term visual hierarchy is used most frequently in the discourse of the visual arts fields, notably so within the field of graphic design. There is a hierarchy of importance for the information in every graphic design project, printed page, web tie page, advertisement, brochure. Designers attempt to control visual hierarchy to guide the eye to information in a specific order for a specific purpose. One could compare visual hierarchy in graphic design to grammatical structure in writing in terms of the importance of each principle to these fields. SQ. What is Gestalt theory?

The concept of visual hierarchy is based in Gestalt psychological theory, an early 20th century German theory that proposes that the human brain has innate organizing tendencies that "structure individual elements, shapes or forms into a coherent, organized whole. The German word Gestalt translates into "form," "pattern," or "shape" in English. When an element in a visual field disconnects from the 'Whole' created by the brain's perceptual organization, it "stands out" to the viewer. SQ. Identify the structure of the layout and indicate the Typographic?

Refer to the attached papers 4 SQ. What is the top 7 page composition tips, write about each?

- 1-Align all elements with each other or a Grid Place each text or graphic element on the page so that they have a visual connection to each other. You can use horizontal or vertical alignment, align objects along the same edge or center them. Eyeballing it can work but for complicated layouts, a grid is helpful. This one composition tip alone can greatly improve the composition of a page because our eyes and brains crave a certain amount of order and consistency.
- Select a Single Visual or Make Strong Visual Connections One of the simplest and perhaps most powerful layouts use one strong visual. However, if using multiple images, keep them connected both through alignment and proximity - (grouping the images so that they form a single visual unit and aligning them in a similar fashion. )
- 3. Keep Odd or Even Elements in Balance Creating the right balance is both about the number of text and graphics elements and how they are arranged on the page. Odd numbers tend to create a more dynamic layout. Use an odd number of visuals, odd numbers of text columns.

Or, create a dynamic layout with an asymmetrical arrangement of elements.

4. Divide the Page Into Thirds Related to balance, the rule of thirds suggests that a more pleasing composition is possible if your arrangement of text and graphics can be placed using one of these guidelines: 1 - most important elements spaced more or less evenly within vertical or horizontal hires 2 - most important elements concentrated in the upper or lower third of the page 3 - most important elements centered on one of the points where lines intersect after visually dividing the page into thirds horizontally and vertically 5.

Add White Space in the Right Place Just as important as the text and graphics on the page is the empty space. Cramming too much on the page even if it is perfectly aligned and balanced and falls within the rule of thirds can ruin a composition. The page needs visual breathing room. The best place for white space is around the edges of the page and the edges of text or graphic elements so it doesn't get trapped in the middle of the page. 6. See Two or More of the Same Design Element If one is good, two is better? Sometimes, yes.

Repetition can come in the form of consistent use of alignment, using the same colors for related items (such as pull-quotes or headlines), using the same style or size of graphics, or simply placing the page numbers in the same spot throughout a publication. 7. Emphasize Differences Between Design Elements While some aspects of page composition involve things that are the same - the same alignment, consistent use of color - it's also a good idea to do some things differently, to use contrasting elements. The greater the difference the greater the contrast and the more effective the layout.

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Simple examples include making headlines a great deal bigger than other text and using a different size or color of text for captions, pull-quotes, and page numbers. SQ. Describe the use of grids VS.. Templates? " Grids and templates are page layout design patterns used in advertising campaigns and multiple page publications, including websites. Grid Template A grid is a set of guidelines, visible in A template is more rigid. The design process and invisible to the A template involves repeated end-user/audience, for aligning and elements mostly visible to the end-user/audience.

Seer/audience. A page layout may or may not stay within those guidelines, depending on how much repetition or variety the design style in the series calls for. " Grids are meant to be flexible. Using a grid to layout elements on the page may require just as much or more graphic design skill than that which was required to design the grid. " Using a template to layout elements usually involves less graphic design skill than that which was required to design the template. " CIO. What are the five types of alignments, Describe each?

I-Horizontal alignment In horizontal alignment left and right margins are exactly or visually equal. Horizontal alignment can be across the page or within columns. It doesn't necessarily mean center alignment. A block of flush left/ragged-right text can be aligned horizontally. Even though individual lines of text are not perfectly aligned on each side, careful attention to the amount of rag (white space at the end of the line) can result in a visually balanced amount of margin on each side of the block of text. - Vertical alignment In vertical alignment the top and bottom margins are exactly or visually equal.

Vertical alignment can be the full page or within portions of the page. 7 3-Edge alignment Edge alignment lines up text or objects along their top, bottom, left, or right edges. 4-Center alignment Center alignment may be horizontally or vertically aligned, or both. Visual or 5-optical alignment Visual or optical alignment fixes some of the problems that can occur with other types of alignment due to the varying shapes of letters and graphics. In visual alignment the objects may not be precisely aligned but to the eye they appear lined up. DESIGN VOCABULARY: IQ 1 .

Leading: space between two lines (measured from the baseline of one line of type to the baseline of the next line). IQ 2. Kerning: space between two letters.. Q. Caption: A caption is the descriptive text that is used to explain the contents of a photograph, diagram or illustration. Q. What does MS stand for, describe? (Pantone Matching System) A popular color matching system used by the printing industry to print spot colors. Most applications that support color printing allow you to specify colors by indicating the Pantone name or number.

This assures that you get the right color when the file is printed, even though the color may not look right when displayed on your monitor. 8 Practical component: IQ 5. Find the pantone matching system in illustrator.