

Design Foundations Quiz

JEA Design Curriculum

Name: _____

Date: _____

Matching: Write the letter on the line next to the number that BEST defines or illustrates the term or idea.

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| _____ 1. Type race | a. generally used for opinion stories in a newspaper |
| _____ 2. Color — emotion | b. the space between lines of type |
| _____ 3. Leading | c. the space between individual letters in a word |
| _____ 4. Blackletter | d. the common unit of measurement in design |
| _____ 5. Primary colors | e. a single color scheme including all its tints and shades |
| _____ 6. Sans Serif | f. serif, sans serif, script, novelty |
| _____ 7. Baseline | g. red, blue and yellow |
| _____ 8. Tracking | h. typefaces without feet and flags |
| _____ 9. Serif | i. generally used for news stories in a newspaper |
| _____ 10. Points | j. resembles calligraphy, mostly used in newspaper nameplates |
| _____ 11. Split complimentary | k. anger, happiness, sadness, envy, cowardly |
| _____ 12. Script | l. the overall space between letters and words in a body of text |
| _____ 13. Kerning | m. typefaces with feet and flags |
| _____ 14. Justified alignment | n. the invisible line which all type rests upon |
| _____ 15. Column grid | o. resembles cursive handwriting |
| _____ 16. Color — Association | p. how type is measured and formatted (size, leading, etc.) |
| _____ 17. Typeface | q. a base color plus two analogous colors adjacent to its complement |
| _____ 18. Picas | r. babies, holidays, sports teams, traffic safety |
| _____ 19. Monochromatic | s. creates order and improves content flow and readability |
| _____ 20. Left alignment | t. a category of type including all its styles and variations |

Fill in the blank: Write or circle the answer that BEST completes the statement or phrase.

- | | |
|---------------------------|--|
| 1. 1 inch = _____ picas | 6. Standard body copy size for print media is between _____ and _____ points. |
| 2. 1 pica = _____ points | 7. Typical body copy indents in print publications is between _____ and _____. |
| 3. 1 inch = _____ points | 8. Research shows _____ type is the most readable at small sizes. |
| 4. Tight tracking = _____ | 9. All color combinations are equally legible. True or False |
| 5. Loose tracking = _____ | 10. Using two type races in a publication creates contrast. True or False |

Short Answer: *Write the answer that BEST completes or answers the question.*

1. How does using color improve design? (3 points)

2. How can type improve design? (4 points)

3. How does art (photos & illustrations) improve design? (3 points)

Extra Credit: *Write the answer to the right of the question. (1 point each)*

1. What is the quick key for "save?"

2. What is the quick key for "undo?"

3. What is the quick key for "select or highlight all?"

4. What is the quick key for "zoom in?"

5. What is the quick key for "fit to window?"