# Section 1

**Question 1**: Hierarchy is affected by the following factors:

1. Size
2. Color
3. Contrast
4. Repetition
5. All of the above

**Answer**: E – all of the above

**Question 2**: Modern dashboards are lavish and ornate. The proximity of design elements can reveal how related they are to each other as well as how individual elements fit within the dashboard whole.

**Answer**: False – Modern dashboards are minimalist and clean; flat design is the trend these days.

**Question 3**: Before creating any design elements, all but which end goal should be considered:

1. Who is the audience for the dashboard?
2. How should the data be cleansed?
3. What are the most important elements to showcase?
4. What data needs to be presented?
5. What charts best reveal the data?

**Answer**: B – How should the data be cleansed isn’t a design element consideration.

**Question 4**: True or False – For a truly effective dashboard design, selecting the right key performance indicators (KPIs) to display is essential. KPIs help shape the direction of the dashboards because these metrics visually represent relevant insights of the business’s operation.

**Answer**: True.

**Question 5**: True or false – The general rule is key information should be displayed first — on the top of the screen, in the upper left-hand corner.

**Answer**: True.

**Question 6**: Designers should choose \_\_\_\_\_\_\_\_\_\_\_ colors, and experiment with gradients.

1. One to two
2. Two to three
3. Three to four
4. Five to six
5. As many as the developers deems necessary

**Answer**: B = Two to three

**Question 7**: A \_\_\_\_\_\_\_\_\_\_ dashboard focused on monitoring long-term company strategies by analyzing and benchmarking a wide range of critical trend-based information.

1. Strategic
2. Operational
3. Analytical
4. Tactical
5. Relationship

**Answer**: A – Strategic

**Question 8**: These information-rich dashboards are best suited for mid-management and help in formulating growth strategies based on trends, strengths, and weaknesses across multiple departments.

1. Strategic
2. Operational
3. Analytical
4. Tactical
5. Relationship

**Answer**: D - Tactical

**Question 9**: \_\_\_\_\_\_\_\_\_\_ charts let you visualize the shape of the data, as well as distinguish outliers in a chart.

1. Relationship
2. Distribution
3. Composition
4. Comparison
5. None of the above

**Answer**: B - Distribution

**Question 10**: \_\_\_\_\_\_\_\_\_\_\_\_ charts display the components that make up the whole dimension and emphasize which component takes the biggest parts.

1. Relationship
2. Distribution
3. Composition
4. Comparison
5. None of the above

**Answer**: C - composition

**Question 11**: A \_\_\_\_\_\_\_\_\_\_ is a circular statistical graphic that represents data in a pictorial form, making it easier to visualize and understand the proportionate parts or composition of a data set.

1. Pie chart
2. Line chart
3. Gantt chart
4. Funnel chart
5. None of the above

**Answer**: A – Pie chart

**Question 12**: A \_\_\_\_\_\_\_\_ is a visual representation of a project schedule, commonly used in project management. It consists of a list of tasks or activities on the vertical axis and time intervals on the horizontal axis.

1. Pie chart
2. Line chart
3. Gantt chart
4. Funnel chart
5. Bubble chart

**Answer** C – Gantt chart

**Question 13**: \_\_\_\_\_\_\_\_\_\_ is a visual representation of data that utilizes both lines and filled areas to convey information.

1. Pie chart
2. Area chart
3. Gantt chart
4. Funnel chart
5. Bubble chart

**Answer** B – Area chart

**Question 14**: A \_\_\_\_\_\_\_\_\_\_\_\_, also known as a radar chart or star chart, is a graphical method of displaying multivariate data in the form of a two-dimensional chart of three or more quantitative variables represented on axes starting from the same point.

1. Pie chart
2. Line chart
3. Gantt chart
4. Spider chart
5. Bubble chart

**Answer**: D – Spider chart

**Question 15**: A \_\_\_\_\_\_\_\_\_\_\_\_ uses dots to represent the values obtained for two different variables — one plotted along the x-axis and the other plotted along the y-axis.

1. Highlight table
2. Text table
3. Scatter plot
4. Streamgraph
5. Bullet graph

**Answer**: C – Scatter plot

**Question 16**: A \_\_\_\_\_\_\_\_\_\_\_ is a type of stacked area chart that displays the evolution of a numeric value on the Y-axis following another numeric value on the X-axis. It is characterized by several groups, each with a distinct color, and a flowing, organic shape.

1. Highlight table
2. Text table
3. Scatter plot
4. Streamgraph
5. Bullet graph

**Answer**: D – Streamgraph

**Question 17**: A ­­­­­­­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_ is a visualization of a data matrix where values are represented by colors.

1. Dot distribution map
2. Heat map
3. Tree map
4. Geographic map
5. Symbol map

**Answer**: B – Heat map

**Question 18**: A \_\_\_\_\_\_\_\_\_\_\_ is a type of map that is typically used to show counts or totals and can be used to visualize the density or distribution of a particular phenomenon across a geographic area.

1. Dot distribution map
2. Heat map
3. Tree map
4. Geographic map
5. Symbol map

**Answer**: E – Symbol map

**Question 19**: Real-time data feeds can include all but the following:

1. Real-time feeds from various systems, services, and applications.
2. Live data feeds from sensors or data collectors.
3. Cloud-based Services.
4. Streaming Data
5. All of the above.

**Answer**: E – all of the above.

**Question 20**: True or False: Advertising executives live by the Marketing Rule of 8, i.e., a prospect needs to “hear” an advertiser’s message at least eight times before taking an action toward buying a product or service.

**Answer**: False – Advertising executives live by the Marketing Rule of 7.