

REVIEW FOR FINAL EXAM: PART 1

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Raster and Vector

1. What are some of the common formats for Photoshop and Illustrator?
 - **Ps:** jpgs, bmp, png, tiff and gif
 - **Ai:** ai, eps, pdf, svg
2. What are the main differences between bitmapped and vector art?
 - **Ps:** resolution-dependent, image editing program
 - **Ai:** resolution-independent, object-oriented program
3. What are three benefits to using Illustrator?
 - Resized easily without losing resolution quality
 - Easy to edit, reuse, and repurpose
 - File sizes are typically small

Designer Tags

1. Know the difference visually between the Universal Product Code, Data Matrix Code, and QR Code.

Principles of Design and Organization

1. What are the *elements* of design?
 - Shape
 - Space
 - Line
 - Size
 - Color
 - Texture
2. What are the *primary* principles that affect design as a whole?
 - Unity
 - Variety
 - Hierarchy
 - Proportion
3. What are the *supporting* principles of design?
 - Scale
 - Balance
 - Rhythm
 - Repetition
 - Proximity

Color

1. Where do most color trends originate?
 - Fashion
2. What is the color of the year for 2012, 2013, and 2014?
 - Tangerine Tango
 - Emerald Green
 - Radiant Orchid
3. What are some of the common color connotations for the following colors?
 - **Red:** aggressive, hot
 - **Orange:** whimsical, friendly
 - **Yellow:** luminous, cheerful
 - **Green:** refreshing, spring
 - **Blue:** dependable, tranquil
 - **Violet:** royal, mystical
 - **Black:** power, classic
 - **Brown:** wholesome, rich
 - **White:** innocent, clean
4. What are some of the different ways that you can find harmonious color palettes?
 - Swatch Libraries
 - Color Guide Panel
 - Kuler
 - Paint Brands
 - Various websites

Symbols

1. Give an example of direct and indirect symbols.
 - **Direct:** a snail for slowness
 - **Indirect:** a donkey or elephant for political parties
2. Name two symbol designers from history.
 - Otto Neurath
 - Lance Wyman
3. What is symbol standardization?
 - An attempt to create a specific symbol vocabulary that can be used in a variety of situations like transportation and health care
4. Give two examples of globalization leading to increased use of symbols.
 - Department of Transportation standardization
 - Olympic Games

Branding

1. What is the difference between a logo and a brand?
 - **Logo:** A graphical mark used to identify a company, organization, or product
 - **Brand:** tells people who you are and what you do
2. List three influential logo designers.
 - Saul Bass
 - Ivan Chermayeff
 - Paul Rand
3. What is the oldest brand in the US?
 - Baker's
4. What is the main benefit of having a style guide?
 - Maintains unity and consistency
5. What are some of the qualities of effective logo designs?
 - Simple but distinctive
 - Proportionate
 - Limited color palette
 - Legible typography
 - Captures the personality
6. Define the following paragraph problems that one should avoid:
 - **Rivers:** white space running through type
 - **Orphan:** one word left at the bottom of a line
 - **Widow:** one line on the next column or page
7. What are some of the rules of typography?
 - Never condense, extend, or stretch type
 - Do not use text-type for display purposes and display-type for text-type
 - Do not stack type
8. What are some factors that slow down reading time?
 - Text set in ALL CAPS
 - Text set in *italics*
 - White letterforms on a black background
9. When dealing with text and color what is the main factor that affects legibility?
 - Contrast
10. What is the difference between legibility and readability?
 - **Legibility:** the clarity of individual characters and how easily they are deciphered.
 - **Readability:** the level of comprehension and visual comfort when reading.

Type and Legibility

1. Be able to identify the following different styles of type.
 - Serif
 - Modern
 - Slab Serif
 - Sans Serif
2. Be able to define the following typographical terms:
 - **Leading:** space in-between lines
 - **Kerning:** (letterspacing) space in-between letters
 - **Tracking:** (wordspacing) overall tightness or looseness of a word(s)
 - **Ligatures:** when two or more characters form one character for legibility or aesthetic purposes
 - **Small Caps:** are capital letters that are the approximate size of lowercase letters.
3. When do you use the following dashes?
 - **En Dash:** indicate duration (ranges, time, etc).
 - **Em Dash:** change of thought
4. When should you hang your punctuation?
 - For bullets or quotation marks to have a clean strong alignment.
5. What are main paragraph styles?
 - Align Left
 - Align Right
 - Center
 - Justified

Grids and Typographical Hierarchy

1. What are flowlines often called depending on where the type is placed?
 - Hanglines
 - Baselines
2. What are the four main types of grids?
 - Manuscript Grid
 - Column Grid
 - Modular Grid
 - Hierarchal Grid
3. What is the golden ratio based on?
 - Phi (1.618)
4. How can one achieve typographical hierarchy? Changes in one or more of the following:
 - Size
 - Weight
 - Style
 - Position
 - Color

REVIEW FOR FINAL EXAM: PART 2

Illustrator Specific Questions and Identification

- Be able to identify the following tools, their functions and shortcuts if listed:
 - Selection Tool (V)
 - Direct Selection (A)
 - Pen Tool (P)
 - Type (T)
 - Rectangle Tool (M)
 - Ellipse Tool (L)
 - Rotate Tool (R)
 - Reflect Tool
 - Scale Tool
 - Gradient Tool (G)
 - Eye Dropper Tool (I)
 - Blend Tool
 - Hand Tool (H)
 - Zoom Tool (Z)
- What is the shortcut to toggle back and forth from the preview and outline modes?
 - Cmmd + Y
- What does CMYK stand for and is it used for print or web?
 - Cyan, Magenta, Yellow and Black
 - Print
- What does RGB stand for and is it used for print or web?
 - Red, Green, and Blue
 - Web
- What color are most drop shadows in nature?
 - Blue-Grey
- What are Pantone colors?
 - A collection of print pre-mixed inks referred to as "spot colors" and are often used in branding or when achieving the exact color in print is crucial
- What does cleaning a file remove?
 - Stray points
 - Unpainted objects
 - Empty text paths
- What key do you press to draw a circle from the center out or to draw a closed path with the pencil tool?
 - Option Key
- Which workspace is the default?
 - Essentials



- What are two different types of gradients?
 - Linear
 - Radial
- What are the different type of blends?
 - Smooth Color
 - Specified Steps
 - Specified Distance
- How can you work with the same color palette in Photoshop and Illustrator?
 - Save the colors for ASE (Adobe Swatch Exchange)
- How would you convert a rectangle in a 3 row 4 column grid?
 - Split into Grid
- When designing a logo what should you do to the typeface, to ensure that it never altered?
 - Convert your text to outlines
- In which panel would you create a dashed line?
 - Stroke panel
- What are the three different stroke cap options?
 - Butt
 - Round
 - Projected
- What are the fundamental transformation tools, and what is the shortcut to transform again?
 - Rotate, Scale, Reflect
 - Cmmd + D = Transform again
- How do you ensure that your stroke weights will scale proportionally?
 - Select scale strokes and effects in the general preference menu or scale tool option box.
- Be able to identify which tool produced the visual results from the choices below.
 - Compound path
 - Pathfinder unite
 - Pathfinder minus front
 - Pathfinder divide
 - Clipping mask
 - Align tool

REVIEW FOR FINAL EXAM: PART 3

Illustrator Practicum

1. Be able to use the following tools in a series of exercises:
 - Align Panel (selection, artboard, key object)
 - Effects: Drop Shadows, outer glow, rounded corners
 - Expand an effect
 - Clipping Mask
 - Cleaning File
 - Compound Paths
 - Kuler
 - Select specific colors from Pantone Bridge
 - Save color to swatch panel
 - Color Guide Panel
 - Create a symbol
 - Web slice a symbol
 - Adjust type (size, typeface, tracking, kerning, leading, baseline shifting, and creating small caps)
 - Create outlines out of text
 - Change paragraph styles
 - Pathfinder (unite, minus front, exclude)
 - Reflect
 - Rotate
 - Scale
 - Add multiple strokes and/or fills
 - Create gradient with specific hex values
 - Create a smooth color or specified step blend
 - Rearrange artboards
 - Group and name sublayers