

Quiz Review 2

Course Director: Sabrina Wood

Color

1. Apply and break down the two main color models.
 - **CMYK** = (Print) Cyan, Magenta, Yellow, and Black
 - **RGB** = (Web) Red, Green, and Blue
2. What is the difference between monochromatic and achromatic?
 - **Monochromatic**: using any shade, tint, or tone of one color
 - **Achromatic**: colorless scheme using blacks, whites, and grays
3. What is the difference between tone, tint, and shade?.
 - **Tint**: color + white
 - **Tone**: color + gray
 - **Shade**: color + black
4. What is the difference between warm and cool colors?
 - **Warm**: colors that advance (reds, oranges, yellows)
 - **Cool**: colors that recede (greens, blues, violets)
5. What are some of the common color connotations for the following colors?
 - **Red**: powerful, stimulating, dynamic
 - **Pink**: romantic, sensitive, youthful
 - **Orange**: warm, friendly, bright
 - **Yellow**: cheerful, spirited, uplifting
 - **Green**: nature, refreshing, restful
 - **Blue**: dependable, authoritative, serene
 - **Violet**: royal, mystical, creative
 - **Black**: powerful, classic, weighty
 - **Brown**: wholesome, durable, comforting
 - **White**: innocent, clean, peaceful
6. Be able to identify the following color schemes:
 - Monochromatic
 - Complementary
 - Analogous
 - Triad
 - Split complement
 - Tetrad
7. What are the major influences of color trends?
 - Mainly fashion, then other industries: advertising, automotive, beauty, health, cosmetics, interior design, electronics, film, etc.

Branding & Style Guide

1. Explain 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 are some of the qualities of effective logo designs?
 - Simple but distinctive
 - Proportionate
 - Limited color palette
 - Legible typography
 - Personality
4. What is a mood board?
 - **Mood Board**: an arrangement of images, materials, pieces of text, etc., intended to evoke or project a particular style or concept
5. What is a style guide?
 - **Style Guide**: a comprehensive document that keeps track of all the repeating elements for a project, such logo(s), colors, icons, etc.
6. What are the benefits of creating a style guide?
 - Makes it easy to hand over a project
 - Maintains control of the design
 - Provides unity and brand voice
 - Avoids cheapening the design, message, and branding

Icons and Images

1. What is an icon?
 - **Icon**: a sign, symbol, picture or image that stands for or represents an object in its resemblance as an analogy for it
2. 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
3. Give two examples of globalization leading to increased use of symbols.
 - Department of Transportation standardization
 - Olympic Games

4. What are some of the benefits to symbol icons?
 - Faster to recognize than text
 - Immediate feedback
 - More attractive
 - Easy to remember
5. What were some of the first digital visual metaphors?
 - Folders
 - Trashcan
6. What are some of the tips for symbol-icon sets?
 - Make sure they have shared attributes (weight, size, style)
 - Cast consistent lighting, reflections, and shadows
 - Don't use more than 6 colors in a set
 - Build on basic 2D geometric shapes (geons)
 - Keep icons iconic and straightforward (build off familiarity such as the established DOT)
7. When is it crucial to use photography?
 - When the details of a real thing matter
8. When is it best to use video?
 - When explaining a process
 - When details are better revealed through motion
9. When is best to use interactive graphics?
 - Configuring something (custom purchase)
 - Teaching tools & Educational games (input and feedback are key to engagement)
 - Demos & Simulations (try something out)
5. Define the following typographical terms:
 - **Leading:** (line height) space in-between lines
 - **Kerning:** (letter spacing) space in-between letters
 - **Tracking:** (word spacing) overall tightness or looseness of a word(s)
 - **Ligatures:** when two or more characters form one character for legibility or aesthetic purposes
 - **Small Caps:** capital letters that are the approximate size of lowercase letters
6. When do you use the following dashes?
 - **En Dash:** (–) indicate duration (ranges, time, etc.)
 - **Em Dash:** (—) change of thought or to break up sentences with too many commas
7. When should you hang your punctuation?
 - For bullets or quotation marks to have a strong clean alignment
8. List and apply the main paragraph styles.
 - **Align Left** (ragged right): easiest to read
 - **Align Right** (ragged left): suitable for captions and call outs
 - **Center:** poetic, not meant for large amounts of text
 - **Justified** (flush): crisp handsome look, but vulnerable to awkward hyphens and rivers
9. 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

Type and Legibility

1. Be able to identify the following different styles of type.
 - Serif (e.g., Old-style and Transitional)
 - Modern (hairline serifs)
 - Slab Serif (square serifs)
 - Sans Serif (no serifs)
2. Which type style is more readable (serif or sans serif)?
 - They are equal in terms of readability
3. Be able to label the following:
 - Baseline
 - Cap height
 - X-height
 - Ascender
 - Descender
4. How do different platforms measure type?
 - **Android/Google:** scalable pixels (sp)
 - **iOS:** points (pt)
 - **web:** rem
10. 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
11. What is the difference between legibility and readability?
 - **Legibility:** the clarity of individual characters and how quickly they are deciphered
 - **Readability:** the level of comprehension and visual comfort when reading
12. When dealing with text and color what are some of the factors that affect legibility?
 - Font selection and weight
 - Position and spacing
 - Size
 - Color
13. Which factor affects legibility most significantly?
 - Color
14. Should you use lorem ipsum past the lo-fi stage?
 - No, content is king