

Quiz Review 1

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Raster and Vector

1. What are some of the common formats for saving Photoshop and Illustrator files?
 - **Ps:** psd, jpgs, bmp, png, tiff, and gif
 - **Ai:** ai, eps, pdf, and svg
2. Contrast Photoshop (bitmapped) and Illustrator (vector) programs.
 - **Ps:** resolution-dependent, image editing program
 - **Ai:** resolution-independent, object-oriented program
3. List three benefits to using Illustrator.
 - Resized easily without losing resolution quality
 - Easy to edit, reuse, and repurpose
 - File sizes are typically small
3. What is responsive and adaptive design?
 - **Responsive Design (RWD):** designing a site or app with specific properties (fluid grid layouts) that allow it to work on all devices
 - **Adaptive Design (AWD, or Dynamic Serving):** designing a site with conditions that change depending on the device (multiple fixed width layouts)
4. What are some common RWD layouts?
 - **Mostly Fluid** (most popular, only 2 major views)
 - **Column Drop** (popular for 3 column designs)
 - **Layout Shifter** (requires distinct layouts for each breakpoint)
 - **Tiny Tweaks** (suitable for single column layouts, with subtle adjustments to type size and images where appropriate)
 - **Off Canvas** (moves supplementary content off screen, from where it can be brought in)

Mobile Concepts

1. List some reasons why mobile is considered more significant than desktop.
 - Personal
 - Always on and with us and usually connected
 - Accelerometer, Gyroscope, and Magnetometer
 - Location detection, digital compass
 - Multi-touch sensors
 - Video and Image (capture input from a camera)
 - Dual camera (front and back)
 - Ambient Light (light/dark environment awareness)
2. Which orientation should you optimize mobile phones for first?
 - Portrait
5. Why are .svg images preferred?
 - Resolution is based on image paths, not pixels, so they remain the same at any size.
6. What is the concept *Mobile First*?
 - Websites should be designed first for mobile devices including only task/items that visitors use most. Then, as the screen real estate increases, additional tasks, and features can be added based on priority.
7. Explain the difference between *graceful degradation* and *progressive enhancement*?
 - **graceful degradation:** A philosophy that starts with all the complexities and then strips away for smaller devices
 - **progressive enhancement:** a strategy that emphasizes core content first, and then progressively adds more as the real-estate space increases.

Responsive & Adaptive

1. Think with Google cited what percentage of people begin on one device and then continue on another?
 - 90%
2. What three things are crucial to designing for various platforms?
 - Visual Consistency
 - Flexible Layout
 - Focus on Content
8. Explain the difference between the Waterfall and Agile development models.
 - **Waterfall Model:** the development process in a linear sequential flow, this means that any phase in the development process begins only if the previous phase is complete.
 - **Agile Model:** teams assess the project in regular meetings called sprints or iterations, allowing opportunities to assess a project's direction during the development cycle

Wireframing

1. What are the preliminary stages for building an app or website?
 - Brainstorm › Sketch › Wireframe › Mock-up › Prototype
2. What is a wireframe?
 - The visual guide that represents the skeletal framework of a website or mobile app
3. What are the two types of wireframes?
 - **Low-fidelity (lo-fi)**: blocked diagrams
 - **High-fidelity (hi-fi)**: a rough draft of app/site
4. What are some wireframing considerations?
 - Eliminate distractions
 - Use color carefully
 - Don't over design it
 - Use real sizes
 - Accordances (signifiers) matter
5. Be able to identify the four main ways that items are *grouped* according to Gestalt principles.
 - Continuity
 - Enclosure
 - Proximity
 - Similarity
6. What are the primary principles that affect design as a whole?
 - Unity
 - Variety
 - Hierarchy
 - Proportion
7. Explain Hick's Law and Fitt's Law.
 - **Hick's Law**: the time it takes for a person to make a decision as a result of the number of possible choices.
 - **Fitt's Law**: the time required to move to a target area rapidly is a function of the ratio between the distance to the target and the width of the target.

Principles of Design and Organization

1. What are the elements of design?
 - Shape
 - Space
 - Line
 - Color
 - Texture
2. What are the most basic principles for organizing visual information?
 - Contrast
 - Alignment
 - Repetition
 - Proximity
3. Web and mobile interface balance often comes in which four forms?
 - Symmetry
 - Approximate symmetry
 - Radial symmetry
 - Asymmetry
4. What are the four properties behind Gestalt principles?
 - **Emergence** (the whole is identified before the parts)
 - **Reification** (our mind fills in the gaps)
 - **Multi-stability** (the mind seeks to avoid uncertainty)
 - **Invariance** (we are good at recognizing similarities and differences)

Visual Hierarchy

1. What are the building blocks of visual hierarchy showing emphasis/contrast?
 - Size
 - Color
 - Layout and Spacing
 - Style
2. What are the two natural reading patterns and how should they be applied?
 - **F Pattern**: content-rich pages (text-heavy)
 - **Z Pattern**: strong primary content
3. What are some of the functions of white space?
 - Improves comprehension
 - Clarifies relationships
 - Draws attention
4. How does one achieve typographical hierarchy?
 - Size
 - Weight
 - Position
 - Color
 - Style
 - Combining Typefaces

Grids & Layout

1. Apply the four main types of grids.
 - **Manuscript Grid** (large continuous blocks of text)
 - **Column Grid (discontinuous information)**
 - **Modular Grid** (more complex layouts, greater flexibility)
 - **Hierarchal Grid** (organic structure)

2. What are the benefits of working with a grid?
 - **Clarity** (brings order)
 - **Efficiency** (can quickly add to)
 - **Economy** (can collaborate)
 - **Continuity** (structural harmony)
3. Be able to identify the basic anatomy of a layout.
 - Margins and Gutters
 - Columns and Rows
 - Module
 - Spatial Zone
 - Flow-line
4. What is the golden ratio based on? Give an example from nature and architecture.
 - Phi (1.618)
 - **Nature:** nautilus shell, fern, hurricane, solar system
 - **Architecture:** Notre Dame Cathedral, Parthenon, Taj Mahal