51) When a design has all its visual elements equally balanced, the design is called
   A) symmetrical
   B) asymmetrical
   C) uniform
   D) geometric

52) the ____________________ size is the final size of a printed piece
   A) stock
   B) trim
   C) margin
   D) window

53) using different type styles and sizes achieves
   A) tone
   B) size
   C) shape
   D) contrast

54) Balance and contrast are examples of design
   A) principles
   B) standard
   C) forms
   D) objectives

55) Effective design should have
   A) bold calligraphy
   B) many color options
   C) immediate graphic impact
   D) large size typeface

56) For maximum impact, the type and image must
   A) clash with each other
   B) be net to each other
   C) work together
   D) stand alone
57) Good design should utilize ___________ to produce an effective layout
   A) theories of instructional design
   B) principles of design
   C) principles of advertising
   D) elements of type

58) An effective method for creating depth in a 2D design is to create
   A) objects that recede in size on the page
   B) objects of the same size
   C) textures on the same size objects
   D) objects of the same size and color

59) Filters and effects in a drawing program can be used to create
   A) guides
   B) textures
   C) balance
   D) unity

60) Visual elements absent in the background of a page can promote a/an ________ layout
   A) landscaped
   B) informal
   C) formal
   D) portrait

61) A mock of a package design is a
   A) final draft
   B) presentation
   C) prototype
   D) display

62) When creating a 3-D piece of work the designer is creating
   A) length, width, and depth
   B) length, side and theme
   C) side, length, and color
   D) side, material and depth
63) Examples of 3-dimensional art include
   A) sculpture, ceramics and jewelry
   B) mobile, shaded drawing, and sculpture
   C) sculpture, calligraphy and ceramics
   D) jewelry, watercolor paintings and ceramics

64) When the client provides information for a project, the artist calls these basic requirements
   A) roughs
   B) thumbnails
   C) specifications
   D) dimensions

65 A/an __________ is comprehensive written document for a project representing a person or business
   A) demographic study
   B) design brief
   C) instructional manual
   D) vision statement

66) When meeting with a client, one way to sell the idea is to be ___________ and interested during the presentation
   A) passionate
   B) loud
   C) aggressive
   D) passive

67) When trying to sell an expensive product, an upscale approach is to use
   A) embossing
   B) informal typography
   C) a cartoon illustration
   D) bright colors

68) The main task when creating a logo is to create a symbol that
   A) communicates the client identity
   B) is made up of colors that do not fight each other
   C) is indistinct enough to allow design flexibility
69) If asked to create a package design for children’s cereal, what is the best choice for the target market?
   A) technical illustration
   B) cartoon or caricature
   C) mechanical illustration
   D) type only design

70) The process of rapidly generating as many ideas as possible is called
   A) convergent thinking
   B) diverging
   C) cognitive thinking
   D) brainstorming

71) Billboards project a message in mere seconds, so the design should
   A) have stripes and large black type
   B) convey a single, clear, simple concept
   C) convey as many ideas as possible
   D) use many bright colors

72) What principle drives a designer to position various elements of a web page in a way that encourages a viewer to browse (read) the site?
   A) layout design
   B) design studio
   C) web target
   D) client specification

73) What is the most prominent identity item for many businesses?
   A) card
   B) logo
   C) advertisement
   D) letterhead
74) A ______ layout leaves little doubt as to what the finished job will look like.
   A) pictorial
   B) comprehensive
   C) rough
   D) thumbnail

75) To convey several potential creative approaches to a design project, the designer often develops a
   A) Finished comprehensive
   B) series of thumbnail sketches
   C) rough draft
   D) computer rough