

Name \_\_\_\_\_

1. Refers to how easy it is to read long blocks of text:

Readability                  Legibility                  Impact

2. Refers to how easy it is to instantly recognize short bursts of text such as headlines, freeway signage, catalog entries, etc.

Readability                  Legibility                  Impact

3. Display text that constitutes the main elements of something like a book cover, poster, invitation, brochure, etc., that's going to draw attention and set the mood for the piece needs to have:

Readability                  Legibility                  Impact

4. Hierarchy in design refers to:

- Large, arching letters
- Visually establishing the importance of various elements
- Putting visual elements near the top of the page

5. List three ways to establish visual hierarchy:

---

---

---

6. When designing the width of columns on a page grid you have to consider the reader:

What problem does a reader encounter if a column is too wide?

---

What problem does a reader encounter if a column is too narrow?

---

7. One function of a grid in design is:

- To make a page look pretty
- To make design harder
- To organize information

8. Another function of a grid in design is:

To unify multiple pages

To limit design possibilities

To make a design more peaceful

9. Once a grid has been established, a designer cannot place elements outside of the grid.

True

False

10. The more modules a grid has, the more flexibility it offers.

True

False

11. Why is it a bad idea to set text type in all caps?

It looks like you're shouting at people.

We read word shapes, not individual letters. All caps gives all the words similar shapes.

Caps take up more space than lower case letters, so it costs more to print with them.

12. What is the optimal size for text type?

9-12 pt.

10-18 pt.

72 pt.

13. When working with color (hue) and type the most important consideration is:

Is it pretty?

Warm versus cool colors

Contrast with the background

14. Typographic color also refers to the visual texture or weight of a block of type, as opposed to the hue. List three ways to vary this type of color:

---

---

---

15. Design software allows you to alter and distort type in dramatic ways. What should you try to maintain when digitally manipulating type?

Your sanity

A consistent point size

Legibility