Pregunta 1 (5.0 puntos)

is the full area where the final design will be laid out.

- format

- document

Pregunta 2 (5.0 puntos)

It is the most important element of a magazine layout design. It can be of various sizes, but should be set in a size bigger than the other text elements in the page. A _____ should be interesting, meaningful and compelling enough as it increases the chances of an article to be read.

- head

- headline

Pregunta 3 (5.0 puntos)

Modular grids aren´t like a checkerboard that can display many things for easy access?

- Verdadero

- Falso

Pregunta 4 (10.0 puntos)

When treating text that is flush left or right, or justified, punctuation shouldn´t be hung?

- Verdadero

- Falso

Pregunta 5 (10.0 puntos)

Name two techniques used in business cards [1] and [2]

- spot uv

- foil

- embossed

- laminated

- spot uv

- laminated

- embossed

○ foil

Pregunta 6 (5.0 puntos)

A _____ is a set of characters, shapes or symbols that have a unified and digitized structure.

○ font

Pregunta 7 (5.0 puntos)

Before sending you layout to print, you should have your text created as a _____

○ outline

○ outlines

○ outlined

Pregunta 8 (5.0 puntos)

The bleed are those lines that allow to align text and graphic objects?

○ Verdadero

○ Falso

Pregunta 9 (5.0 puntos)

Trapping is the space used to expand the elements that will go to cut in the design?

○ Verdadero

○ Falso

Pregunta 10 (5.0 puntos)

If you want to use a direct color from pantone for printing, you should use pantone solid or pantone process?

○ pantone solid

○ solid

Pregunta 11 (5.0 puntos)

_____ these usually provide a different dimension to an article in a magazine, making it look more interesting. They aid in conveying your story to a reader, and if coupled with images, become potent.

○ pull quotes

○ quotes

Pregunta 12 (5.0 puntos)

It should be designed in such a way that you do not annoy a reader who looks into it on almost every page of a magazine. You should tread with caution especially when you have many pages in your magazine containing full-bleed images.

o folio

o follio

Pregunta 13 (5.0 puntos)

If you´re using Photoshop for retouching a photo in RGB, what would be the correct color space to be sent to prepress for printing?

o cmyk

o CMYK

Pregunta 14 (5.0 puntos)

The tracking and character of a typeface is equally defined by the negative space as it is the positive space?

o Verdadero

o Falso

Pregunta 15 (5.0 puntos)

The visual treatment of the text is determined by the qualities of the content?

o Verdadero
o Falso

Pregunta 16 (5.0 puntos)

Write down how would you create contrast, rhythm and balance in a layout.

Pregunta 17 (6.0 puntos)

Typography creates various values of gray. The value of gray created depends on the size of the type, the weight of the typeface, and the leading used in the block of text. Name 3 gray values of typeface. [1], [2] and [3]

o light

o medium

o light

o medium

o light

o medium

o heavy

o heavy

o heavy

Pregunta 18 (4.0 puntos)

Should you not indent the first paragraph of a passage?

○ Verdadero

○ Falso