

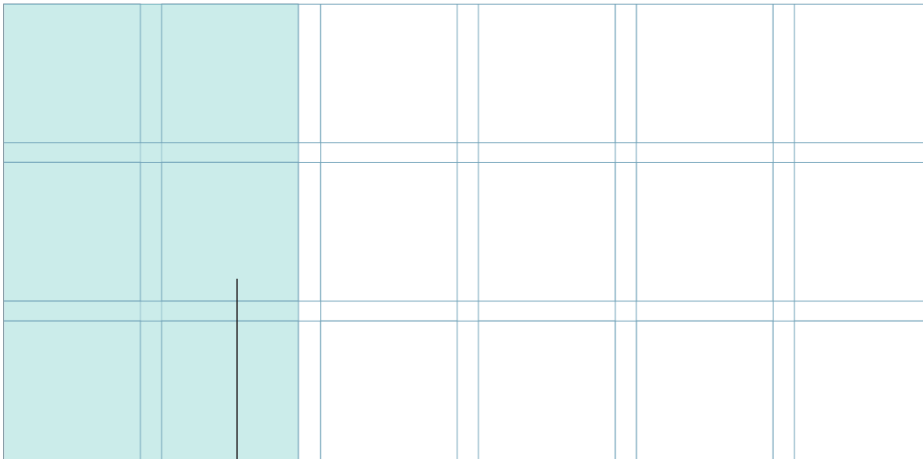
Graphic Design 2 Exam First Partial

Name/Date:

“As an ESPOLE student, I am committed to fighting mediocrity and acting honestly; that’s why I do not copy or let copy

.....
Student signature”.

1. Identify the parts of a grid (10 pts)



This is called: _____

2. Provide the correct definition that corresponds to the statements.

Answers: a____, b____, c____, d____, e____ (10 pts)

Concept statement	Concept definition
a) Manuscript Grid	1. are used for magazines to organize content in columns so it is easier to read.
b) Baseline Grid	2. are mostly used on websites, organizing content according to their importance.
c) Column Grid	3. are used in documents, ebooks, pdfs and presentations with lots of text.
d) Modular Grid	4. are a bit more technical and are defined by the line in which the text sits.
e) Hierarchical Grid	5. are like a checkerboard that can display many things for easy access.

3. Provide the correct definition that corresponds to the statements.

Answers: a____, b____, c____, d____, e____ (10 pts)

Concept statement	Concept definition
a) Golden ratio	1. space between rows and columns.
b) Margins	2. is the full area where the final design will be laid out.
c) Rule of thirds	3. It is a phenomenon of composition found in nature that is also applied to design.
d) Gutter	4. is a composition grid that separates any space into a grid of nine equal spaces.
e) Format	5. are the empty spaces between the edges of the format and the content.

Name/Date:

4. What's the difference between kerning and tracking? (10 pts)

5. Write down the correct grid used for each following image (10 pts)

The image shows a magazine spread. The left page is a 'HATS HATMAKING SHOP' grid with various styles of hats. The right page features an article titled 'THE TRUE STORY BEHIND PRETTY WOMAN' with a photo of Julia Roberts and a 'THEATRE' section header.

6. Identify the elements of magazine page (20 pts)

The image shows a magazine page layout with various elements labeled: VYNIL, Elements of a page, Main headline, Subheadline, Text, Photo, and a large quote at the bottom.

7. Fill the space with the correct answer. (15pts)

Justification			
	Minimum	Desired	Maximum
Word Spacing:	<input type="text"/>	100%	<input type="text"/>
Letter Spacing:	<input type="text"/>	<input type="text"/>	<input type="text"/>
Glyph Scaling:	100%	100%	100%

Auto Leading:

Single Word Justification:

Composer:

OK
Cancel
 Preview

8. How much horizontal space between columns? The horizontal space between columns is called the gutter. If your Gutter is 12pt, then your leading should be _____ pts. (15pts)