Graphic Design 2 / Improvement Exam

Name/Date: ……………………………...

"As an ESPOL student, I am committed to fighting mediocrity and acting honestly; that's why I do not copy or let copy
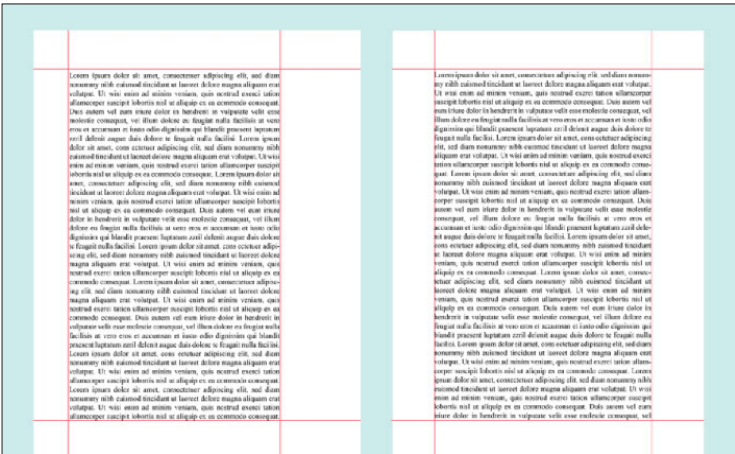
……………………………………….
Student signature".

1. Identify the parts of a grid (5 pts)
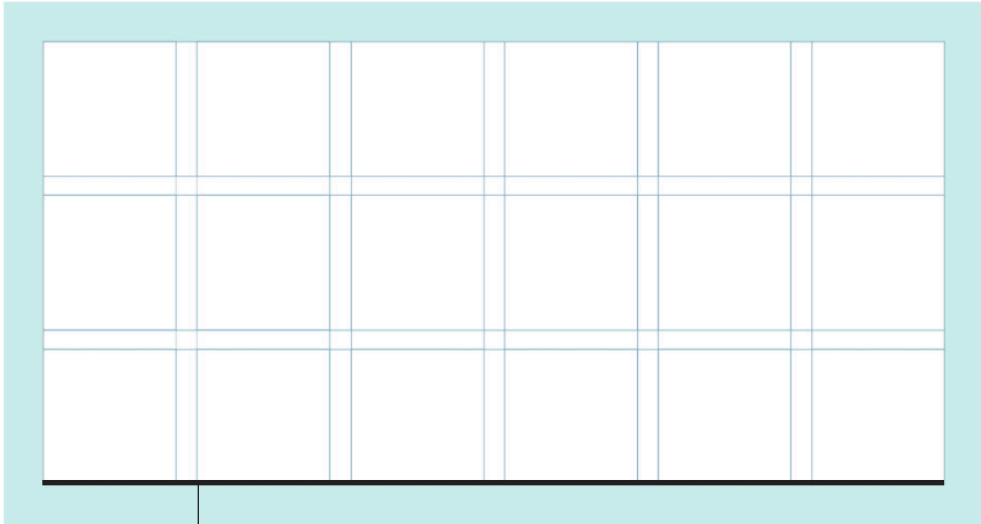
This is called: _____

2. How do you call this grid: (5 pts)
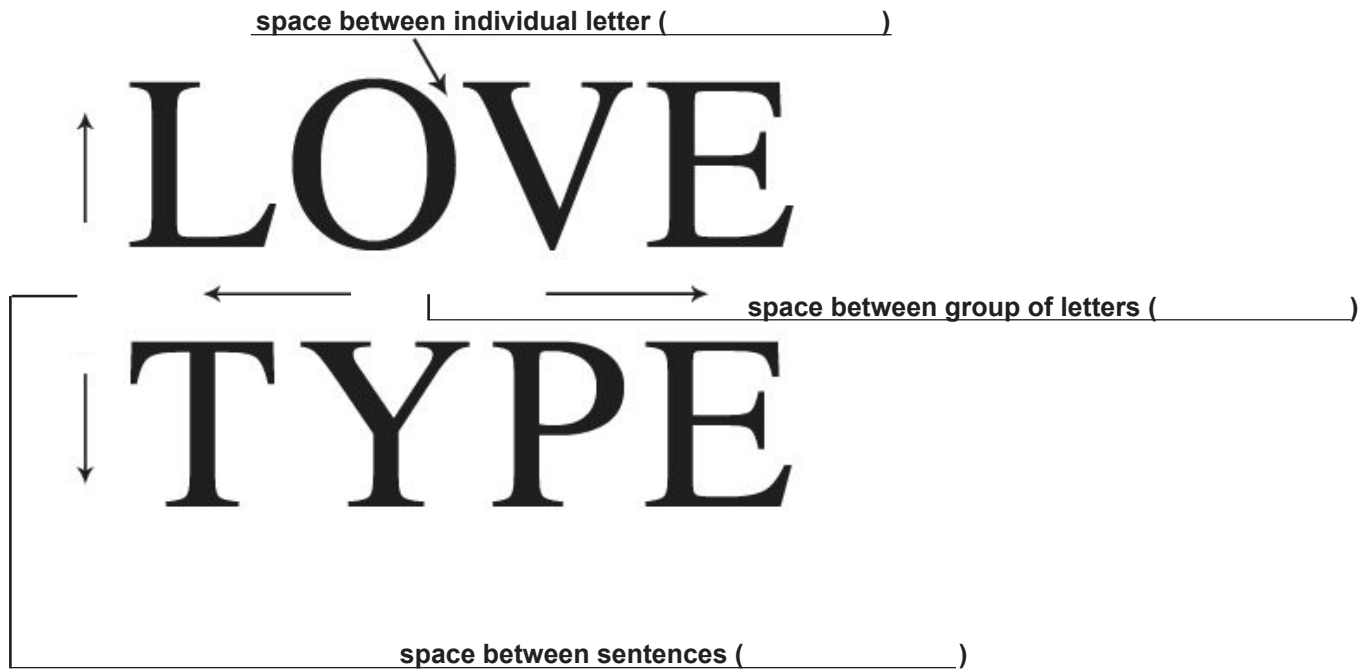
This is grid it´s called: _____

3) Provide the correct definition that corresponds to the statements.
Answers: a_____, b_____, c_____, d_____, e_____ (5 pts)

Concept statement	Concept definition
a) Spatial Zones	**1.** space between rows and columns.
b) Margins	**2.** is the full area where the final design will be laid out.
c) Columns	**3.** groups of adjacent modules in vertical and horizontal areas that creates regions.
d) Gutter	**4.** are vertical spatial zones or regions that fit fully from the top to the bottom margin.
e) Format	**5.** are the empty spaces between the edges of the format and the content.

4. Fill in the parentheses the correct word that you use when adjunting words and letters in a paragraph. (15 pts)

space between individual letter (_____ **)**

LOVE
TYPE

space between group of letters (_____ **)**

space between sentences (_____ **)**

5. A _____ is a set of characters, shapes or symbols that have a unified and digitized structure. (5pts)

6. What's the recommended rich black to use in offset printing? Tip: " we talked this with the printing manager". Answer is what the manager said. (10 pts)

C=   M=   Y=   K=

7. What color space you use with Mac? _____ (5 pts)

a) SRGB

b) CMYK

c) ICC

d) Adobe RGB

8. What's does POP stands for? (5 pts)

_____

9. In sustrates, greater than 300 gr is considered as _____. (5 pts)

10. In Gestalt, _____ It is one of the most important phenomena in psychology and neuroscience? (10 pts)

a) Language

b) Linguistic

c) Attention

d) Selective perception

11. Identify the parts of a grid. (5 pts)
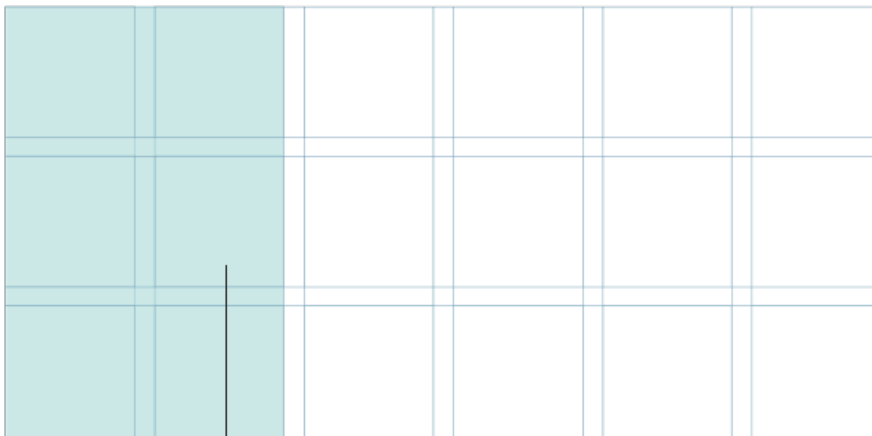
This is called: _____

12 Provide the correct definition that corresponds to the statements.(5 pts)
  Answers: a_____, b_____, c_____, d_____, e_____

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.

13. What´s the difference between kerning and tracking? (5 pts)

_____

_____

14. Identify the elements of magazine page (10 pts)

15. 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 _____ (5 pts)