

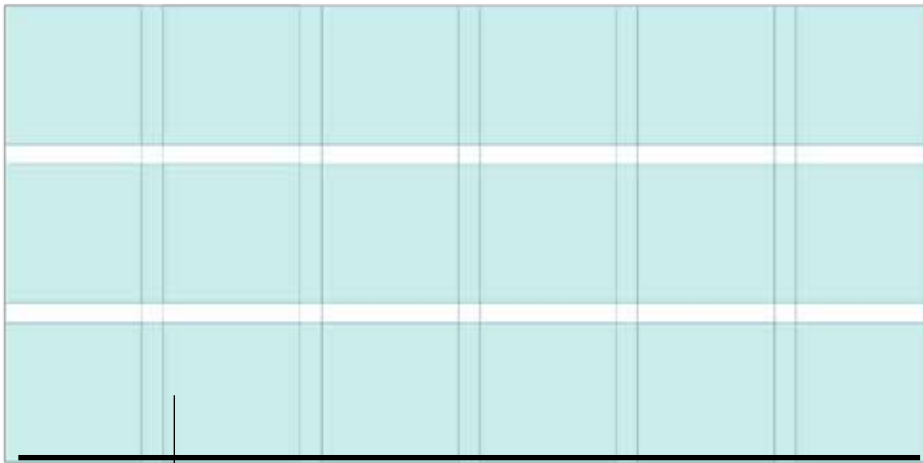
Graphic Design 2 / Exam First Partial

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

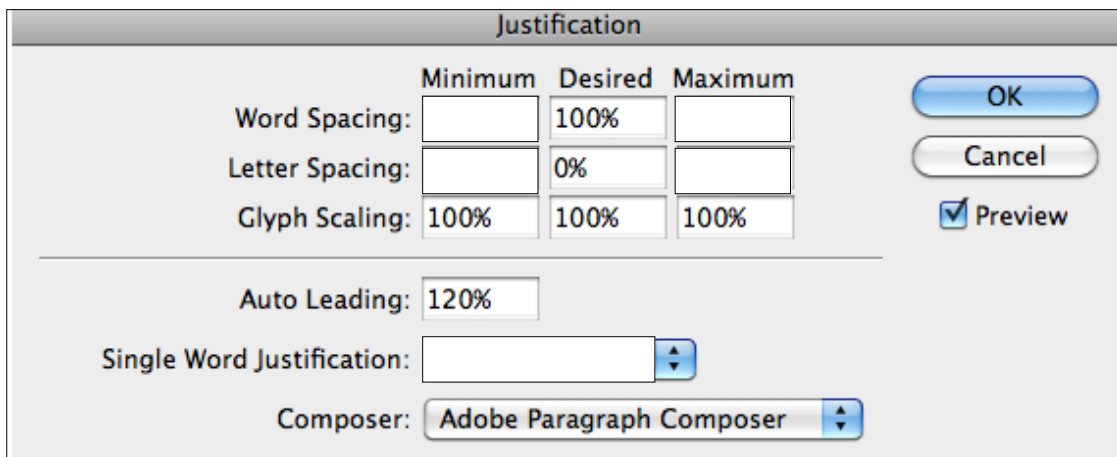
.....
Student signature”.

1. Identify the part of a grid that is highlighted. (5 pts)



This is called: _____

2. Fill the white blank space with the correct answer. (5 pts)



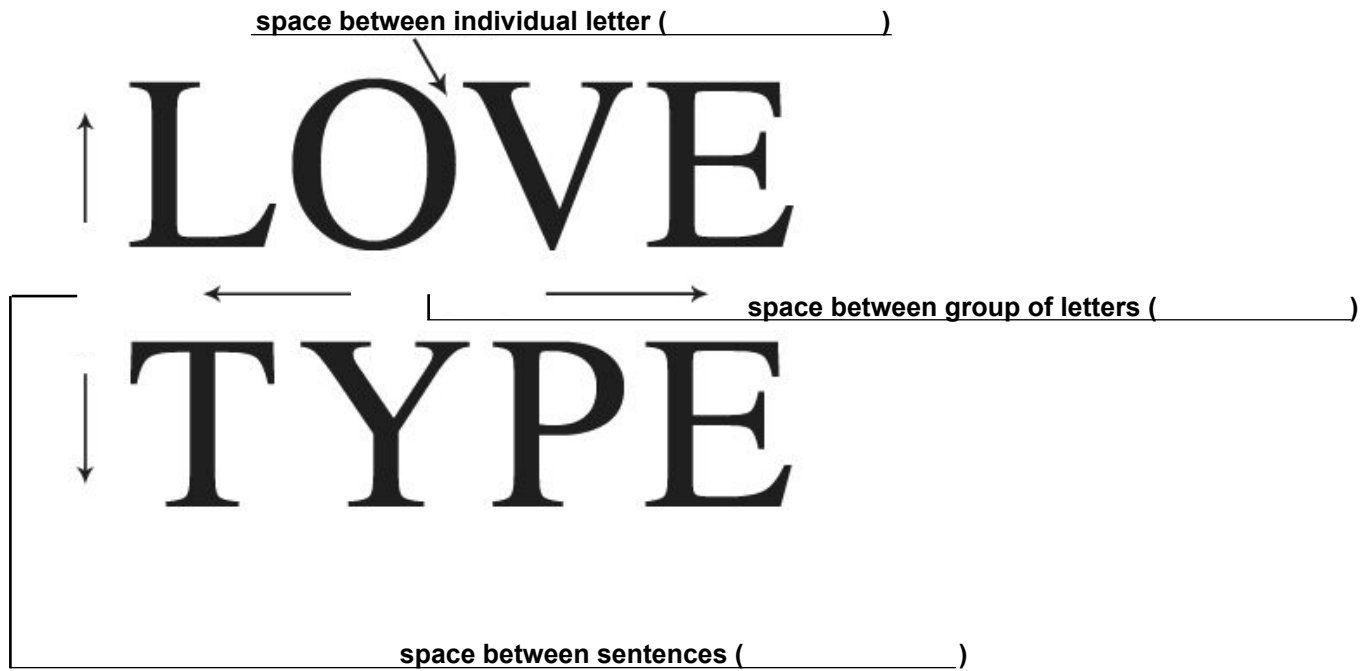
3) Provide the correct definition that corresponds to the statements.

Answers: a____, b____, c____, d____, e____ (10 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.

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4. Fill in the parentheses the correct word that you use when adjutting words and letters in a paragraph. (6 pts)



5. _____ is the full area where the final design will be laid out. (4 pts)

6. _____ is the jargon used to describe the main text. (5 pts)

7. How much horizontal space between columns? The horizontal space between columns is called the gutter. If your Gutter is 10pt, then your leading should be _____ (5 pts)

8) Provide the correct definition that corresponds to the statements.

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

Concept statement	Concept definition
a) Column grids	1. are a bit more technical and are defined by the line in which the text sits.
b) Hierarchy grids	2. Are like a checkerboard that can display many things for easy access.
c) Modular grids	3. Are mostly used on websites, organizing content according to their importance.
d) Baseline grid	4. are used for magazines to organize content in columns so it is easier to read.

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9. Identify the elements of magazine page. (24 pts)

STYLE

“IT CAN BE DONE”: MOVIES WITHOUT ACTORS. AND THE BEGINNING OF THE GREAT BEYOND

This year's entrants on the Vanity Fair New Establishment list are competing to win a future that may boggle the mind.
BY JOHN BROSLIN

Last December, Bob Iger sat down for dinner in his Brentwood home with his wife, the journalist Willow Bay, and their two teenage sons and shared some unexpected news. Outside, the wind rustled the citrus trees and vegetable gardens. Inside, Bay and the kids looked on with dread. Recently, to the mild trepidation of his family, Iger had been flirting with the presidency. As he began his disclosure, his family members could have reasonably thought that their lives were about to be overturned by campaign stops and the circus of modern politics.

Instead, Iger was announcing his latest deal. The board of 21st Century Fox, he said, had just voted to approve Disney's \$52 billion acquisition offer for its entertainment assets, ranging from its film studio to the FX network. (The final price would later climb to \$71 billion.) It was a career-defining consummation, and Iger, who is 67, told his family that he would be staying at Disney for at least four years to see the integration through. One of Iger's sons looked at him and asked, "So what does this mean in terms of your presidential aspirations?" Iger responded, "It's off the table," at which point his son looked to Bay, and the two high-fived.

Iger may have sidestepped a political gamble, but his decision to lead the world's largest media company in this age of unprecedented mayhem and innumerable lurking acronymic threats—O.T.T., A.I., S.V.O.D.—is not without its own risks. Technology has arguably upended Disney's portfolio of assets—news, entertainment, sports, theme parks—more in the past decade than in the previous hundred years. When Iger took over for Michael Eisner, Netflix was competing with Blockbuster. Now, under the leadership of Reed Hastings and Ted Sarandos, it is the world's second-largest media company, with a market capitalization of \$160 billion to Disney's \$163 billion, and unabashed ambitions for global dominance. Netflix, after all, has upwards of 130 million monthly subscribers and recently won the same number of prime-time Emmys as HBO; it's the culprit, the looming threat, behind the season's rash of media mergers—including not only Disney's play for Fox but also AT&T's \$85 billion acquisition of Time Warner.

In 2001, futurist Ray Kurzweil predicted that our society would effectively experience 20,000 years of technological progress in the forthcoming century. We are now watching this new paradigm unfold, and it may—along with our still nascent reckoning regarding acceptable workplace behavior and our society's now two-year-old reckoning with the Trump presidency—be the most significant leitmotif coursing through this year's New Establishment list. In the past year, Iger has gone from presidential hopeful to, once again, media savior. In the same time, Robert Mueller has indicted dozens of people. Jeff Bezos has upended grocery shopping and fashion. A year ago, few people outside the technology industry had ever heard of Dara Khosrowshahi. Now, as he leads Uber to a likely I.P.O. next year, he is arguably the most important C.E.O. in the Valley.

Khosrowshahi knows that things move fast. Uber's dispatching algorithm that connects drivers with riders can also predict where drivers will be needed at specific times and help usher them in that direction. Amazon is readying technology that will be able to predict when you're out of milk and automatically drop it off at your house before you've even realized it. Venture capitalist Marc Andreessen just invested \$65 million in a company that is hoping to replace lawyers with machine learning—maybe not such a bad thing.

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PHOTO BY AUSTIN EDWARDS

10. Name three fonts that I gave you in the 245 folder. These fonts are very useful and I have recommended many times that it should be used in your layouts. (6 pts)

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11. The deck is an introduction to the article? (10 pts)

- a) True
- b) False

12. Circle 3 design elements that makes your layout work, pop up and feel readable. (6 pts)

- a) Weight
- b) Contrast
- c) Headlines
- d) Typography
- e) Gutter
- f) Margins

13. Hierarchy is about: (4 pts)

- a) Being able to understand, analyze and prioritize the content.
- b) Choosing the correct typography for headlines and body.
- c) Empathizing with the viewer and their priorities, so you can ensure that yours are the same as theirs.
- d) Choosing the correct images for the layout.

<p>Answer</p> <ul style="list-style-type: none">1. a and b2. b and c3. a and c4. c and d5. all above
