



ESCUELA SUPERIOR POLITÉCNICA DEL LITORAL

Diseño Gráfico II

Paralelo : Paralelo 1

EVALUACIÓN : Examen Mejoramiento

Pregunta 1 (10.0 puntos)

What's the difference between flowlines and regions?

Respuesta:

Pregunta 2 (10.0 puntos)

The Baseline Grid is used mostly for websites?

Respuesta:

Verdadero



Falso

Pregunta 3 (15.0 puntos)

_____ should be designed conservatively but if your publication is nontraditional one you can play with them. Again you should not play with them on each page, but you can emphasize them on certain pages. The biggest problem with them is when you have a full-page image that bleeds out of the page.

Respuesta:



folio



folios

Pregunta 4 (15.0 puntos)

Good layout is about balancing variety and consistency. Too much consistency and things get really boring. Name 3 ways to add consistency to your spread.

Respuesta:

Pregunta 5 (10.0 puntos)

Choose the correct answer.

Respuesta:

kerning

tracking

leading

Headlines

pull quotes

Pregunta 6 (20.0 puntos)

Color Correction:

Choose the correct skin tone percentage that corresponds to the CMYK.

Respuesta:

Asian/Hipanic

White skin

White Baby

Black Skin

Pregunta 7 (10.0 puntos)

The typical indention for a paragraph is 1em?

Respuesta:



Verdadero

Falso

Pregunta 8 (10.0 puntos)

What's the difference between font and type?

Respuesta: