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 then 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
Pregunta 7 (10.0 puntos)
The typical indentation for a paragraph is 1em?
Respuesta: 
Verdadero 
Falso

Pregunta 8 (10.0 puntos)
What’s the difference between font and type?
Respuesta: