

Chapter 10: Graphic Design

Name _____

Circle the letter of the correct answer.

1. How is graphic design used?
 - a. To communicate a specific message to a group of people
 - b. To increase sales of a product
 - c. To enable easier selection of a service
 - d. To convey meaning through symbols
 - e. All of the above
2. Which of the following did not contribute to the influence of graphic design?
 - a. Industrial Revolution
 - b. Stock Market Crash of 1929
 - c. Invention of the printing press
 - d. 20th century revolution in travel and communication
 - e. Growth of international commerce
3. Which of the following first allowed designers the means to communicate to a broad public?
 - a. The telegraph
 - b. Illuminated manuscripts
 - c. The telephone
 - d. The printing press
 - e. The radio
4. Which of the following is not true about symbols?
 - a. A symbol conveys information or embodies ideas.
 - b. Symbols have no meaning in themselves.
 - c. Once established, an symbol's meaning never changes.
 - d. Symbols can be trademarked.
 - e. Symbols are a basic means of communication.
5. Typography refers to:
 - a. The arrangement and appearance of printed letters
 - b. Broad generalizations
 - c. Trademarks and symbols
 - d. The message conveyed by a successful design
 - e. Cultural biases
6. Among the most pervasive symbols of our time are:
 - a. Coats-of-arms
 - b. The printing press
 - c. Paintings
 - d. Lithographs
 - e. Logos and trademarks
7. The U.S. Department of Transportation commissioned the American Institute of Graphic Arts to:
 - a. Develop their logo
 - b. Develop their web page
 - c. Develop a set of symbols that could communicate across language barriers
 - d. Develop their trademark
 - e. All of the above

8. To “set type” means to:
 - a. Create and place it into position
 - b. Arrive at a final decision upon an advertising concept
 - c. Select the feature that will establish certain stereotypes
 - d. Package and deliver it to the client
 - e. Use it too often for it to be effective
9. A _____ is a designer’s blueprint for a work such as a book or magazine.
 - a. Layout
 - b. Logo
 - c. Symbol
 - d. Lithograph
 - e. None of the above
10. In the 15th century the single-sheet ancestors of today’s brochures and newspapers were called:
 - a. Lithographs
 - b. Brands
 - c. Broadsides
 - d. Composites
 - e. Layouts
11. Among the most famous of all 19th century posters are those created by:
 - a. Albrecht Dürer
 - b. John Durham
 - c. Paul Rand
 - d. Henri de Toulouse-Lautrec
 - e. None of the above
12. Today’s graphic designers,
 - a. Generate videos on the computer by writing code.
 - b. Seek new ways to communicate using the newest technologies.
 - c. No longer use words in their designs.
 - d. A and B only
 - e. B and C only