

## 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 (p. 222)
2. Which of the following did not contribute to the influence of graphic design?
  - a. Industrial Revolution
  - b. Stock Market Crash of 1929 (p. 222)
  - c. Invention of the printing press
  - d. 20<sup>th</sup> 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 (p. 222)
  - 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. (p. 223)
  - 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 (p. 226)
  - 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 (p. 224)
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 (p. 224)
  - d. Develop their trademark
  - e. All of the above

8. To “set type” means to:
- Create and place it into position (p. 226)
  - Arrive at a final decision upon an advertising concept
  - Select the feature that will establish certain stereotypes
  - Package and deliver it to the client
  - 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.
- Layout (p. 227)
  - Logo
  - Symbol
  - Lithograph
  - None of the above
10. In the 15<sup>th</sup> century the single-sheet ancestors of today’s brochures and newspapers were called:
- Lithographs
  - Brands
  - Broadsides (p. 228)
  - Composites
  - Layouts
11. Among the most famous of all 19<sup>th</sup> century posters are those created by:
- Albrecht Dürer
  - John Durham
  - Paul Rand
  - Henri de Toulouse-Lautrec (p. 228)
  - None of the above
12. Today’s graphic designers,
- Generate videos on the computer by writing code.
  - Seek new ways to communicate using the newest technologies.
  - No longer use words in their designs.
  - A and B only (xx)
  - B and C only