



## TEST QUESTIONS TO ACCOMPANY:

### *How to Use Images* by Lindsey Marshall and Lester Meachem

This series of test questions, created for use with your students, provides multiple choice and short answer questions based on the text and arranged by chapter. A separate answer key is available.

#### INTRODUCTION

1. Explain the difference between a pictogram and an ideogram.
2. What two inventions in the fifteenth century revolutionized communication and the use of images?
3. List several reasons why images might be used.

#### CHAPTER 1: SELECTION

1. Explain how a moodboard can be used in the selection of an image.
2. What considerations may be involved when selecting an image?
3. Who might help you source an image if you are working for a large agency or magazine?
4. List the two forms of existing imagery available for use. What is the key difference between them?
5. How can you obtain new images? Who can supply these and what are the advantages of such images?
6. Images used in print need to be:
  - a. 70 dpi at 100% size
  - b. 300 dpi at 100% size
  - c. 300 dpi at 50% size
  - d. none of the above
7. TRUE or FALSE? Designers have a moral and legal responsibility to work within the ethical and legal guidelines applicable to the country or countries where their work is published.
8. In most instances, copyright exists for how many years after the originator's death:
  - a. 50 years
  - b. 100 years
  - c. 70 years
  - d. none of the above
9. Under what circumstances might you need to apply for additional permission to use an image?
10. What does the 'right to integrity' mean?
11. Relating to copyright, if you use an image in editorial matter what do you need to do?

**CHAPTER 2: STRUCTURE AND LAYOUT**

1. The secondary heading to a title is called a:
  - a. minor heading
  - b. icon
  - c. subhead
  - d. none of the above
2. What are thumbnails and why are they useful?
3. What is a flat plan used for? When might you use a storyboard rather than a flat plan?
4. Different types of content require different layouts; \_\_\_\_\_ layouts would be used to reflect dynamic content whereas a \_\_\_\_\_ layout would be more appropriate for serious content.
5. What is used in editorial design for magazines, newspapers and books to provide an underpinning structure:
  - a. a passive layout
  - b. a grid
  - c. a storyboard
  - d. none of the above
6. What is meant by a 'house style'?
7. How might you make a page easier to read in editorial matter?

**CHAPTER 3: COMPOSITION**

1. Explain what is meant by 'composition'. What is the main intention of composition?
2. What is a symmetrical layout? Why is it generally considered to be more traditional and calming than an asymmetrical one?
3. Explain the difference between a harmonious composition and a discordant one.
4. What is the Fibonacci series? Why is it important?
5. How might you use the 'rule of thirds'?
6. List several ways in which scale and variations in scale can have an impact.
7. What is white space and what can it be used to convey?
8. What do you need to allow for when using bleed in a printed document?
9. When designing for a Western audience the best position for important elements is:
  - a. bottom quarter of the page
  - b. centre of the page
  - c. top third of the page
  - d. none of the above
10. TRUE or FALSE? People usually observe visual information before text.
11. The density of the body text may be affected by what?
12. What is runaround? Why is it used?

**CHAPTER 4: COMMUNICATION**

1. Visual communication can be split broadly into two categories: \_\_\_\_\_ and \_\_\_\_\_.
2. What tactics can you use to draw an audience into a message?
3. What is meant by 'visual continuity'? List some of the tactics you can use to achieve this?
4. When does a design achieve visual and verbal synergy?

**CHAPTER 5: COLOUR**

1. What does 'full colour' refer to?
2. CMYK stands for:
  - a. cerise, mauve, yellow, black
  - b. cyan, magenta, yellow, black
  - c. cyan, magenta, yellow, grey
  - d. none of the above
3. What do you need to remember about colour when designing on screen? How can you get round this problem?
4. PMS stands for:
  - a. Paint Matching System
  - b. Print Manufacture Style
  - c. Pantone Matching System
  - d. none of the above
5. When would you use a colour matching system such as PMS?
6. \_\_\_\_\_ refers to the use of one extra colour on a single-colour print.
7. Greyscale refers to an image which is made up of what? By what other name is it known?
8. A \_\_\_\_\_ is a tonal image printed in black and one other colour, which adds a coloured tint to a black-and-white image.
9. List the three primary and three secondary colours on the colour wheel.
10. What is meant by 'complementary colours'? Give two examples.
11. Analogous colours are those that sit close to each other on the colour wheel. Give an example of such colours and explain what impact they might have on a design.
12. Which colour in a design will attract the eye first:
  - a. the weaker
  - b. an analogous
  - c. the dominant
  - d. the discordant
  - e. none of the above

**CHAPTER 6: IMAGE POTENTIAL**

1. Scaling an image involves \_\_\_\_\_ or \_\_\_\_\_ an image's size.
2. What are the advantages of using low resolution versions of your images as placeholders for the high resolution ones needed at the printing stage?

3. List some of the techniques you might use to manipulate an image.
4. TRUE or FALSE? A high camera angle makes people seem more important.

## CHAPTER 7: PRODUCTION

1. dpi stands for:
  - a. dots per item
  - b. dots per inch
  - c. digital pixel information
  - d. none of the above
2. What measurement is used for digital image resolution?
3. Explain how the feel of a piece might be affected by being printed on thicker or heavier stock. What are the advantages of using such stock?
4. TRUE or FALSE? Uncoated papers are more absorbent than coated ones.
5. List three print finishes that can be used to enhance a design.
6. \_\_\_\_\_ is currently the most commonly used commercial printing process.
7. One problem that may arise with colour printing is registration. What is this? What happens when registration is poor?
8. List some of the factors which need to be considered in the binding of editorial matter.
9. What are the three most common transferable file formats for images?