Answer Key for Test Questions to Accompany
Production for Graphic Designers. 5th edition by Alan Pipes

CHAPTER 1: INTRODUCTION

1. (b) China   (p. 12)

2. (c) Both a and b   (p. 12)

3. Intaglio   (p. 14)

4. (a) Wood engraving   (p. 15)

5. Photography   (p. 17)

6. (c) It is fast and economical   (p. 17)

7. See list in "Hot Tips & Cool Tricks" on p. 22

8. (d) All of the above   (p. 23)

CHAPTER 2: TEXT & TYPE

1. A typographer designs type while a compositor sets type.   (p. 28)

2. (d) All statements are true.   (p. 28)

3. Carolingian minuscule   (p. 30)

4. The process of hot metal setting.   (p. 33)

5. True   (p. 33)

6. A font is made up of a complete set in one size of all the letters of the alphabet including joined letters, numbers, punctuation and any other signs or symbols.   (p. 34)

7. (b) 12   (p. 37)

8. The font is measured by the total height from the longest descender (p or q) to the top of the highest ascender (k or d).   (p. 38)

9. (b) It is the width of a capital M.   (p. 39)

10. (b) Leading   (p. 41)

11. False   (p. 43)

12. (c) Style sheet   (p. 45)

13. Classifying type is important for communication with the typesetter and printer.   (p. 53)

14. True   (p. 53)

15. (d) All of the above   (p. 58)

16. True   (p. 60)

17. In a Linotype machine any correction means that the whole line has to be reset and replaced. (p. 64)

18. Answer should include three of the following:
   1. Letters can be set closer together.
   2. Type can be modified or distorted.
   3. Photosetting produces much sharper type.
   4. Type is more easily stored on tape for updating or reuse.   (p. 65)

19. False   (p. 67)

20. (d) Both (b) and (c)   (p. 68)

CHAPTER 3: ILLUSTRATION

1. The printer's definition of line is solid areas, dots of lines of a single colour with no gradation of tone.   (p. 78)

2. It must be converted to a half-tone.   (p. 81)

3. (c) Glossy art print   (p. 82)

4. The Pantone Matching System is an industry standard collection of over 1000 colours recognized by printers and showing the formulas for mixing inks.   (pp. 86-87)

5. (b) To keep costs down   (p. 88)

6. CMYK stands for cyan, magenta, yellow and black.   (p. 90)

7. Yes you could use this combination because the total value is less than 240%.   (p. 93)

8. You might choose either yellow for its visibility or red to signify danger.   (p. 96)

9. (a) and (b)   (p. 97)

10. Using the formula on p. 99:
   $x/280 = 76/216$
   $216x = 21,280$
   $x = 21280/216$
   $x = 98.5$ mm
   To get the percentage:
   $\% = 98.5/216 \times 100$
   $\% = 45.6\%$

11. Copyright protects your intellectual property such as your illustrations.   (p. 105)

12. Copyright lasts until 70 years after the death of the creator.   (p. 106)

CHAPTER 4: COMPUTERS & THEIR PERIPHERALS

1. Two ways not to lose your work are: (l) save your work frequently to the hard disk and (2) back-up your work after each session on an external hard drive or CD-ROM.   (p. 113)

2. (c) It is cheaper per gigabyte than other forms of memory.   (p. 115)

3. You need to regularly recalibrate your computer to make sure that the colours on the screen match as closely as possible to the colours on the printed page.   (p. 116)

4. ISO 15076 created a cross-platform colour management system that could be read by any of the ICC-aware applications.   (p. 117)

5. The resolution should be 400 dpi.   (p. 121)

6. Addressability is the accuracy with which the centres of the dots per inch of the imagesetter can be placed in proximity to each other.   (p. 125)

7. False.   (p. 125)

8. The pluses of a turnkey system are: (1) everything is from one source; (2) there is a single maintenance contract; (3) technical support is available from one place. The minuses are: (1) the system might be limited to performing only the original task for which it was configured; (2) you are locked into one supplier; (3) it is likely to be more expensive than if you bought the components separately.   (p. 131)

CHAPTER 5: PREPRESS

1. Grids are useful because (1) they provide an underlying structure for creating page layouts ; (2) they help to align images and blocks of text; (3) they can save time by aiding the production of clear and consistent layouts.   (pp. 140-141)

2. (b) 20   (p. 143)

3. An imposition scheme is the layout of pages such that after the material is printed, folded, collated and bound all pages will be in the right order and the right way up.   (p. 142)

4. True   (p. 148)

5. PostScript   (p. 149)

6. A preflight check allows the designer to identify potential problems or inconsistencies prior to handing material over to the printer.   (p. 152)

7. (c) 70%   (p. 154)

8. In RRED the image is the right way around on the shiny side of the film; with WRED the image is the right way up on the dull emulsion side of the film.   (p. 157)

9. (b) Wet proofs   (p. 159)

10. The answer could include any three of the following: (l) Printing-down controls; (2) solid density patches for each colour; (3) trapping patches; (4) screen patches; (5) coarse and fine halftone scale; (6) slur gauge; or (7) gray balance.   (p. 161)

CHAPTER 6: ON PRESS

1. Kenaf is more environmentally friendly because it requires less fertilizer, pesticides, and water than other crops. It also requires less bleaching and less energy is used to prepare it.   (p. 169)

2. True   (p. 172)

3. Handmade paper gives a feeling of being individually crafted. It can incorporate leaves or flower petals to create special effects. Each sheet is slightly different so the final product is unique. (p. 174)

4. A Fourdrinier machine is used to convert pulp into paper. (p. 174)

5. (d) All of the above (p. 176)

6. (c) Albumin (p. 180-181)

7. (b) Obtain quotes from several printers. (p. 184)

8. Offset lithography (p. 187)

9. (b) Bimetal plates (p. 188)

10. A web-fed press prints from a continuous roll of paper while a sheet-fed press uses single large sheets. (p. 191)

11. (d) Both (a) and (b) (p. 198-199)

12. The major advantage of digital print technology is that it reduces the make-ready time and allows shorter print runs to be economically feasible. It is also possible to customize material very easily.

13. You should suggest cold-foil stamping which takes far less time as it doesn't require the preparation of stamping tools which can add up to two weeks onto the schedule. (p. 212)

14. The book has a sewn binding in 16-page sections. (p. 4, the copyright page)

15. The book does not have French folds. (p. 216)

CHAPTER 7: DIGITAL DESIGN

1. (c) Los Angeles, at UCLA (p. 222)

2. Registering your own domain will make your address and website easier for people to remember. In addition your domain name will stay the same even if you change your internet service provider. (p. 224)

3. Email attachments can take a very long time to download. It is more efficient to put large files you wish to share onto an FTP site. For example, you might wish to transmit the layouts of a book to your client for their approval. (p. 226)

4. Designing for print follows a linear format with the assumption being that the reader will start at the beginning and read to the end. Design for the web must let the reader leap from one link to another in a fairly random pattern. (p. 229)

5. (b) Page organization is not important in web design. (p. 229)

6. (d) All of the above. (p. 230)

7. A JPEG can display 24-bit colour and is better for continuous-tone photographic images. (p. 236)

8. Advantages of CSS (Cascading Style Sheets) include: (1) Fewer HTML tags are needed so less bandwidth is necessary; (2) if you make changes in a CSS document, every page attached to it is automatically changes; (3) a single CSS document can be shared by many HTML pags. (p. 287)

9. False (p. 241)

10. "Sticky content" keeps users coming back to your website to see what has changed.   (p. 241)

11. (e) All of the above and more.   (pp. 241-242)