Test Questions to Accompany
Production for Graphic Designers, 5th edition by Alan Pipes

CHAPTER 1: INTRODUCTION

1. Where was paper invented?
a. India
b. China
c. Germany
d. None of the above

2. Johannes Gutenberg was credited with which of the following?
a. The process of letterpress
b. Printing the first book in Europe
c. Both of the above
d. None of the above

3. Both engraving and etching are _____ methods of printing.

4. Until the Industrial Revolution, images and text were printed separately. What type of engraving developed by Thomas Bewick allowed text and image to be printed together?
a. Wood engraving
b. Etching
c. Intaglio
d. Mezzotint
e. None of the above

5. _____ is the basis for every print production process in use today.

6. Which of the following is NOT an advantage of collotype?
a. It gives an almost facsimile reproduction of photographs.
b. It is the only commercial process that can print continuous tone originals without converting them to a dot pattern.
c. It is fast and economical.
d. None of these

7. List three of the questions you should consider as part of a sustainable audit for any project.

8. Why is a JDF (Job Definition Format) important?
a. It is useful for planning the progress of a job.
b. It allows for streamlining of information.
c. Messages about schedule can be sent easily to all team members.
d. All of the above

Essay Questions for Chapter One

1. Johannes Gutenberg is credited with inventing printing in the west which provided the opportunity for multiple copies of books to be produced and available to a wider audience. Do you think Gutenberg would approve of the World Wide Web? Discuss and provide examples to back up your argument.

2. Earlier printing processes were often laborious and painstaking. Choose one of these processes and discuss whether you feel there is a place for it in modern printing.

3. Why is sustainability seen as such an important issue?

4. In your opinion, why does Saul Bass's approach to graphic design work or not work. Choose one of the examples from the profile of him on pages 24-25 or find other examples on the web to support your points.

CHAPTER 2: TEXT & TYPE

1. What is the difference between a typographer and a compositor?

2. Which of the following is NOT true about type?
a. Type is the basic building block of print production.
b. Good typography communicates ideas clearly
c. The ability to use type is an essential skill for graphic designers.
d. All statements are true.

3. What is the name of the script which was modified during the Italian Renaissance and is the basis of the present-day roman alphabet?

4. What was Gutenberg's major legacy to typography?

5. Type for letterpress is always designed the wrong way around (mirror image).
    Is this statement true or false?

6. What makes up a font?

7. In typography, how many points make up a pica?
a. 72
b. 12
c. 21
d. 6

8. How is the point size of a font measured?

9. What is the origin of an "em"?
a. It stands for millimetres.
b. It is the width of a capital M
c. It stands for "measure"
d. None of the above

10. What is the spacing between lines of type called?
a. Kerning
b. Leading
c. X-height
d. Tracking

11. Widows and orphans are allowed in good design. Is this statement true or false?

12. Which of the following is NOT a meaning of the word "folio"?
a. A single sheet of a document
b. Page numbers
c. A style sheet
d. All are meanings of the word.

13. What is the major advantage to classifying type?

14. All versions of a named typeface (i.e. univers) may not be the same.
     Is this statement true or false?

15. What are the elements the graphic designer must consider when choosing a typeface?
a. Legibility
b. Appropriateness for its use (i.e. poster vs telephone directory)
c. Readability
d. All of the above.

16. A grounding in calligraphy can be very useful to a typographer.
     Is this statement true or false?

17. What is the advantage of a Monotype machine over a Linotype machine?

18. List three advantages of phototypesetting over hot metal.

19. With computer typesetting the graphic designer is limited to a small number of point sizes.
     Is this statement true or false?

20. How is the resolution on a computer screen described.?
a. Number of pixels horizontally
b. Dots per inch
c. Pixels horizontally by lines vertically
d. Both b and c

Essay Questions for Chapter 2

1. Look at the sample lines on page 42 and discuss the differences in readability between the various methods of arranging type (e.g. ranged left, justified, etc.).

2. Choose a typeface and research who created it and why it was created.

3. Do you agree that each typeface has its own personality? Why or why not?

4. What typeface would you choose to express yourself? Why have you chosen it?

5. Watch clips from the film "Helvetica"" (www.helveticafilm.com) or on Youtube ("Helvetica Documentary Clip"). Why do you think Helvetica has been so popular?

CHAPTER 3: ILLUSTRATION

1. What is the printer's definition of the word "line"?

2. What has to happen to an image that contains tonal values other than black and white before is can be printed?

3. Halftone screens are measured in lines per inch (lpi), the higher the lpi the finer the dot pattern. Which of the following would require the highest lpi?
a. Newspaper
b. Magazine
c. Glossy art print
d. None of these.

4. What is the Pantone Matching System?

5. All of the following reasons except one are reasons to use duotone with a black halftone?
a. To create a richer range of tones.
b. To keep costs down.
c. To create a high quality reproduction.
d. To add a coloured tint to the print

6. Name the four process colours that make up the CMYK system.

7. Could you print the following combination of percentages of process colours:
70% yellow + 90% cyan + 60% magenta?

8. If you were designing a poster to warn people of a potential hazard, what colour would you choose?

9. As a designer, what are the two most important pieces of information you need to convey to the illustrator?
a. The deadline
b. The size of the artwork
c. The colours to be used
d. None of these

10. You are given a photograph which is 280 mm high and 216 mm wide and must make it fit into a column which is 76 mm wide. By what percentage must the photograph be reduced to fit into the column?

11. According to the 1988 Copy, Designs and Patents Act (UK), how long does copyright last?

Essay Questions for Chapter 3

1. Choose a colour and research the meaning of this colour in several different countries.

2. Why do you think that copyright is important? What do you think are the drawbacks of copyright?

CHAPTER 4: COMPUTERS & THEIR PERIPHERALS

1. Name two ways that you can ensure that you don't lose work on your computer.

2. Which of the following is not an attribute of flash memory used in USB devices?
a. It can be erased or reprogrammed.
b. It is more durable and has no mechanical parts
c. It is cheaper per gigabyte than other forms of memory.
d. It does not need power to maintain the information stored.

3. Why do you need to colour calibrate your computer screen regularly?

4. What ware the advantages of the ICC (International Color Consortium) specification ISO 15076?

5. If you want to scan an image to be printed with a screen of 200 lines, what resolution should you use?

6. What is addressability in an image setter?

7. Higher addressability always results in better print quality. Is this statement true or false?

8. Please list at least two pluses and two minuses of purchasing a turnkey system.

Essay Question for Chapter 4

In the profile of Paul Rand it states that he was influenced by Bauhaus and De Stijl. Research some of the designs from these periods and select one of more of Rand's designs, using either those illustrated on pages 122-123 or choose another of his designs, and discuss any similarities that you see.

CHAPTER 5: PREPRESS

1. Why are grids a useful aid in good design?

2. You are printing a 16 page folder with a separate cover. How many pages are you printing?
a. 16
b. 20
c. 24
d.   8

3. What is an imposition scheme?

4. With digital make-up it is still useful to plan layouts with paper and pencil.
   Is this statement true or false?

5. Both QuarkXPress and InDesign are based on the _____ page-description language.

6. Why is a pre-flight check important?

7. What percentage of the colours perceived by the human eye can be displayed using RGB?
a. 100%
b. 20%
c. 70%
d. 50%

8. What is the difference between RRED and WRED?

9. Which of the following provides the most realistic representation of how colour illustrations will
   look in the final printing?
a. Dry proofs
b. Wet proofs
c. Matchprints
d. Ozalids

10. Name three of the seven components of information provided in the colour bar used by printers.

Essay Question for Chapter 5

Do you think that e-books will replace printed books? Please discuss the pros and cons of each..

CHAPTER 6: ON PRESS

1. Why is using kenaf for papermaking more environmentally friendly than using other sources?

2. All paper contains some recycled material. Is this statement true or false?

3. If you were asked to create a limited edition work, why might you choose to use
    a handmade paper?

4. What is a Fourdrinier machine?

5. Which of the following are characteristics used to specify papers?
    a. Weight
    b. Bulk
    c. Opacity
    d. All of the above.

6. Which of the following constituents are not found in printers inks?
    a. Pigments and dyes
    b. Binding substance
    c. Albumin
    d. Additives

7. In deciding which printer to use, you should
    a. Always use the biggest printer.
    b. Obtain quotes from several printers.
    c. Play printers off against each other to get the best price.
    d. All of the above.

8. _____ is the most common form of printing today.

9. Which type of plate would you choose if you had a print run of over one million copies?
    a. Photopolymer plates
    b. Bimetal plates
    c. Diazo plates
    d. None of these.

10. What is the difference between a sheet-fed press and a web-fed press?

11. Which of the following types of printing use a relief process?
    a. Letterpress
    b. Flexography
    c. Gravure
    d. Both a and b

12. What is one of the major advantages of digital print technology?

13. Your client has asked for foil stamping on a job you are designing and has asked that it be
     completed on a very tight schedule. What type of stamping would you recommend and why?

14. What binding method is used on this book? [Hint: look on the copyright page
    for the specifications.]

15. Does this book have French folds?

Essay Question for Chapter 6

Your client has asked you to design a poster which will be available in a special limited edition. They would like you to advise them on what type of printing should be used to produce their poster. Please make several suggestions and explain to the client why you have chosen these methods.

CHAPTER 7: DIGITAL DESIGN

1. In which city was the first ARPAnet node installed in 1969?
a. London
b. Berlin
c. Los Angeles
d. Washington DC

2. Why is it a good idea to register your own domain?

3. Many companies have FTP (File Transfer Protocol) sites for transferring large documents between
    computers. Why would an FTP site be preferable to sending by email attachment?
    Give an example.

4. What is the biggest difference between designing for the printed page and designing for the web?

5. Which of the following is not true of designing for the web?
a. Readers may access a page in your site from an outside link.
b. Page organization is not important in web design.
c. Each page should be self-contained.
d. Once a reader has entered the site you should make it easy for them to continue surfing.

6. Why is it useful for you as a designer to learn HTML?
a. You can look at the code to sort out problems if your design isn't displaying the way
    you think it should.
b. You can work out how the designer achieved an effect that you like by looking at the
    code on that web page.
c. When you are using InDesign to convert layouts into HTML you may need to fine
    tune the results.
d. All of these are good reasons.

7. Why might a JPEG file be better than a GIF file for displaying your artwork on a website?

8. What are three advantages of CSS (Cascading Style Sheets)?

9. You can read and understand the content of a website much more quickly than the printed page.
    Is this statement true or false?

10.   Why is "sticky content" important for your website?

11. Which of the following are some of the areas where graphic designers can work?
a. Print
b. Games design
c. Multimedia design
d. Television
e. All of the above and more.

Essay Questions for Chapter 7

1. No one actually owns the internet. What do you think are the strengths and weaknesses of this?

2. There is talk of Web 3.0 as the future of the internet. What is Web 3.0 and what do you think its impact will be on how we use the web?