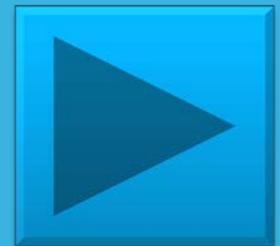
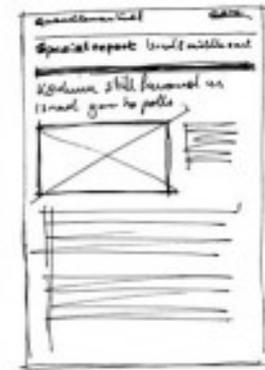
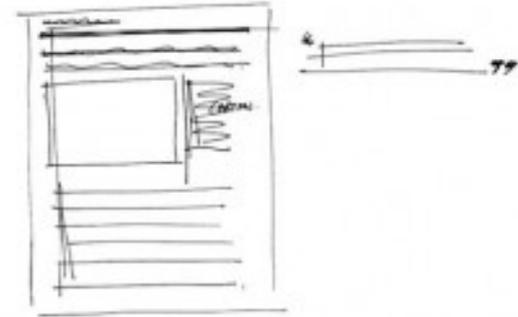


Desktop Publishing Review

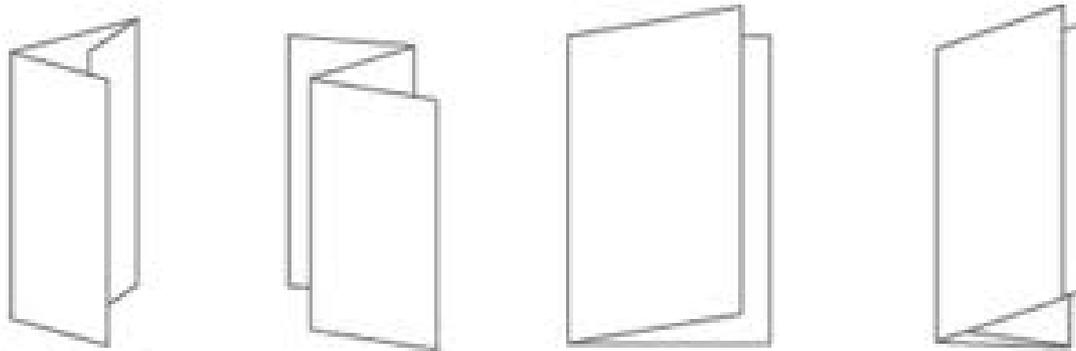
What is a rough sketch used in planning a layout and design?



A Thumbnail



What is a mock-up of a brochure publication with folds?



A Dummy



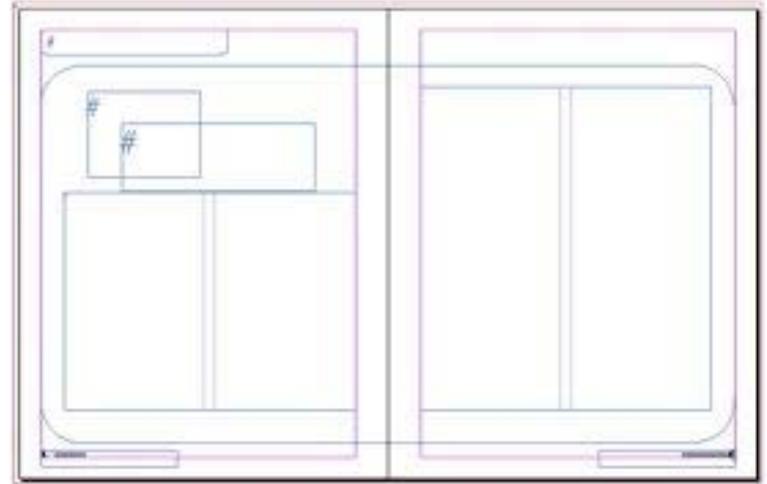
What is an option for working with pages that will face each other on a printed publication side by side?



Facing Pages



What is the page on which you set guides, text, and graphics which will appear on every page of the publication?



Master Page



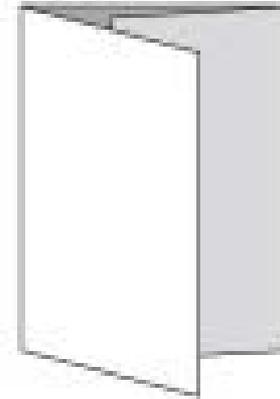
What type of fold is the example in the displayed graphic?



Z Fold or Accordion



What type of fold is the example in the displayed graphic?



Tri Fold



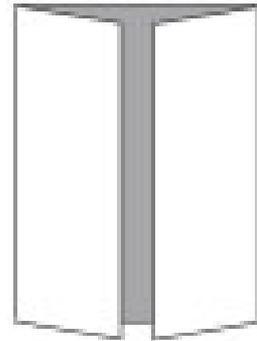
What type of fold is the example in the displayed graphic?



A Half Fold



What type of fold is the example in the displayed graphic?



Gate Fold



The center of interest on a page created by using color, contrast, and proportion?



A Focal Point



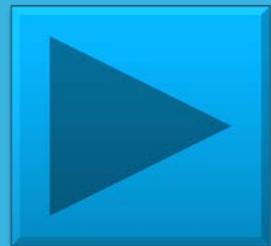
Positioning an element in such a way that the reader's eyes are drawn to what the designer wants to emphasize?



Directional Flow



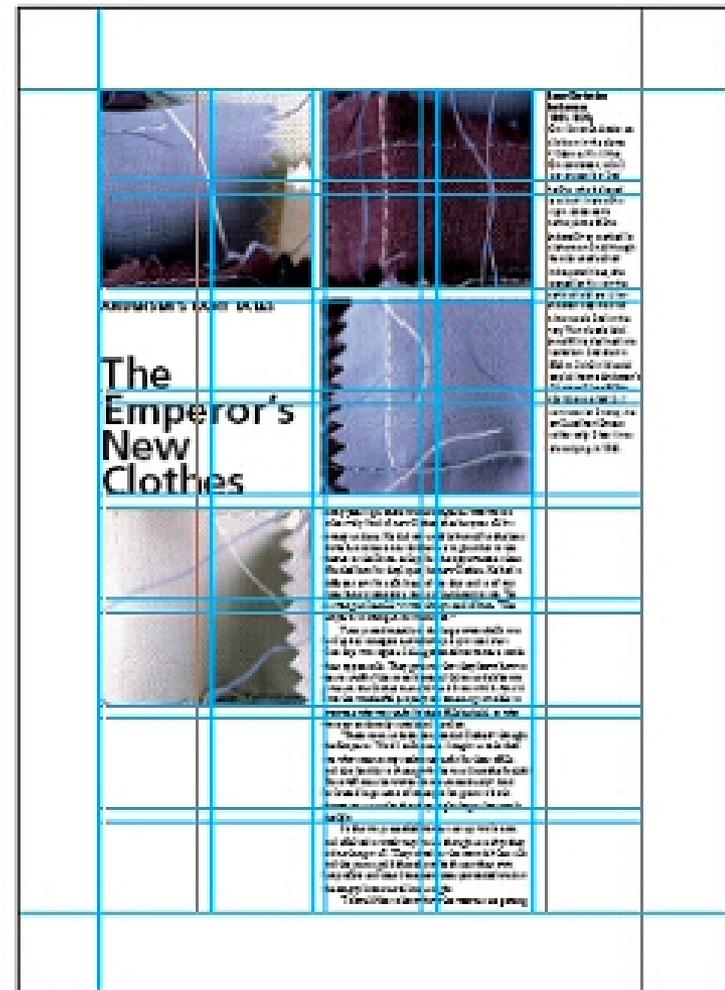
Contains elements of equal proportion or weight on the left and right sides and top and bottom of a page?



Symmetrical



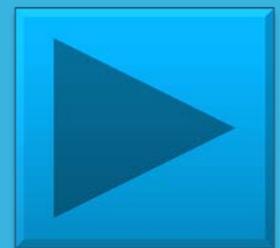
The arranging non-identical elements on both sides of a centerline on the screen.



Asymmetrical



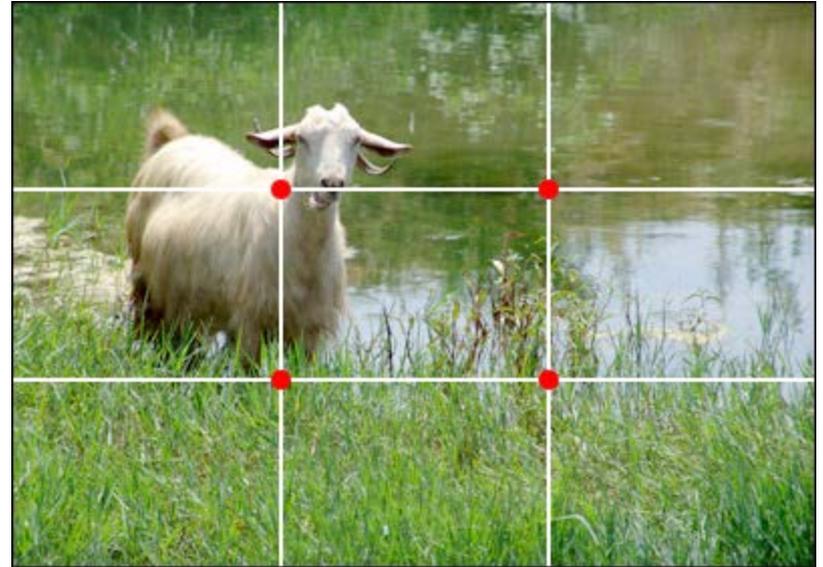
The non-printed space of margins and gutters is called?



White Space



Technique used in publications and photos to bring emphasis to the subject as demonstrated in this photo?



Rule of Thirds



What are the four
basic text
alignments?

A bool value that indicates whether
the TrueType font is bold.

A bool value that indicates whether
the TrueType font is bold.

A bool value that indicates whether
the TrueType font is bold.

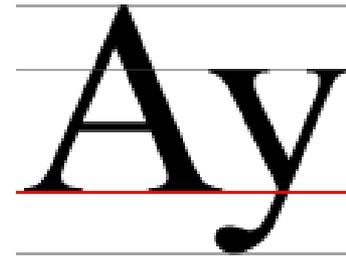
A bool value that indicates whether
the TrueType font is bold.



Left, Center, Right, and Justify



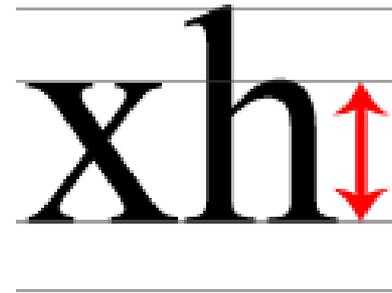
The red line in the graphic represents what imaginary line on which the bottom of all letters rest?



Baseline



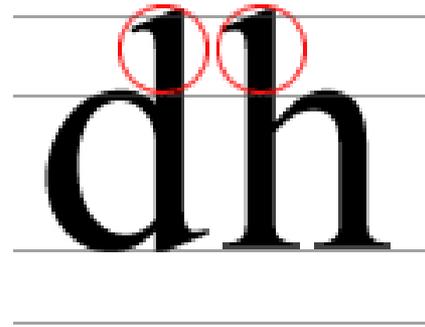
The height of the
body of all
lowercase indicated
with the red arrow
is known as?



X-Height



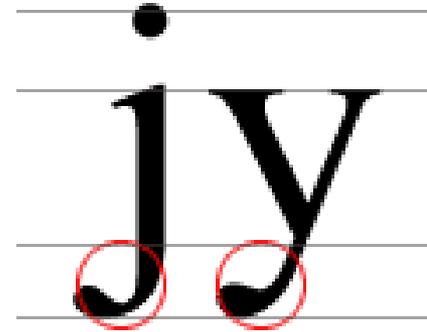
The lowercase letter that extends above the x-height as shown here is called?



An Ascender



What are lowercase letters which fall below the baseline called?



Descenders



A design element in which a letter is much larger and embedded into the surrounding text?

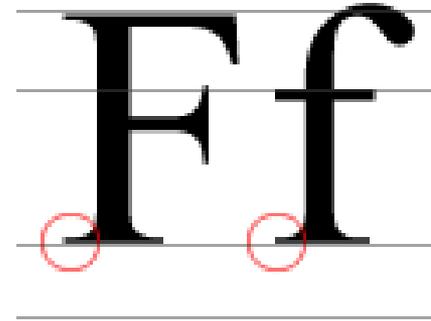
After 25 years of drought and two days of too much rain, Philadelphia has its championship. It felt like a dream, but it wasn't. You are wide awake and the Phillies really are World Series champions. They beat the weather and the Tampa Bay Rays, 4-3, to earn just the second title in franchise history.



Drop Cap



A typeface with lines on curves extending from the ends of the letters is called?



Serif



A typeface that is
straight-edged like
these examples is?

Arial
Helvetica
FUTURA



Sans Serif



A set of typefaces
created from the
same basic font, but
in different weights
to add emphasis or
contrast?

Taz III Hair 04
Taz III Hair 06
Taz III Hair 09
Taz III Hair 14
Taz III Hair 21
Taz III Ultra Light
Taz III Extra Light
Taz III Light
Taz III Semi Light
Taz III Regular
Taz III Semi Bold
Taz III Bold
Taz III Extra Bold
Taz III Black
Taz III Ultra Black



Type Family



A collection of all the characters of a single type design is?



Typeface



The art of using fonts and font styles to produce professional publications?



Typography



What are the four
basic categories of
type styles?

One

Two

Three

Four



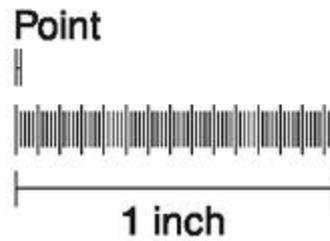
Normal, Bold, Italic, Bold Italic



A basic
measurement
system used to
measure the size of
type, there are 72 of
these to an inch?



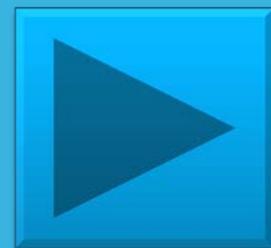
Point Size



A traditional typographic
measurement of 12 points ?



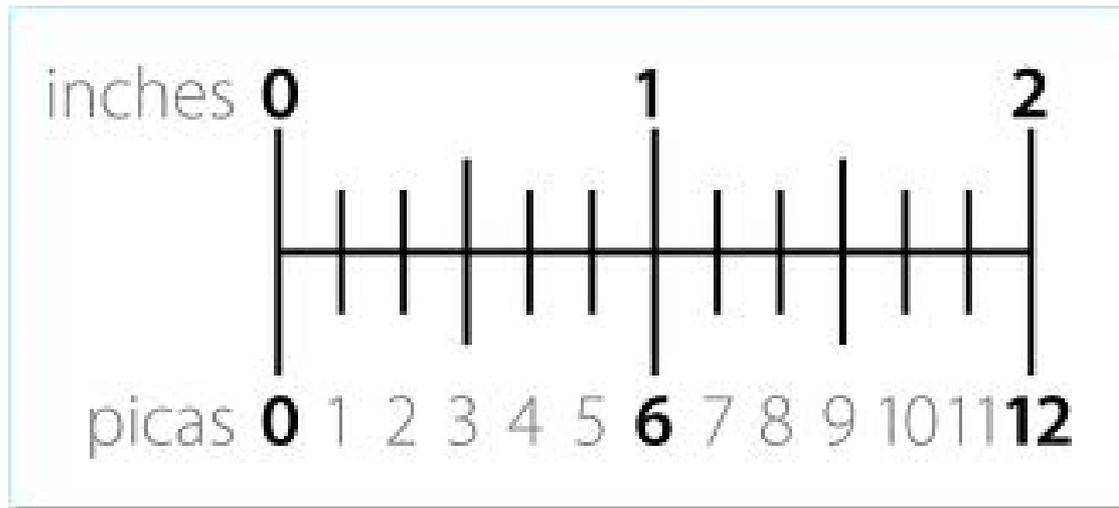
Pica



How many picas in an inch?



Six



The process of “fine-tuning” spacing by adjusting the space between a few characters?

AV Wa
AV Wa



Kerning

A V W a

No kerning

A V W a

Kerning applied



The vertical distance between lines of types that can be adjust for copyfitting?

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque quam nisi, egestas ac hendrerit in, ultrices semper libero. Vestibulum sit amet ligula enim. Nam et urna urna. Sed nec condimentum nisi. Duis faucibus, nulla nec mollis mattis, mauris ipsum iaculis erat, vel dictum mi mauris placerat nibh. Vestibulum ullamcorper, augue eu rhoncus volutpat, mi augue accumsan augue, eu euismod dui neque vitae elit.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque quam nisi, egestas ac hendrerit in, ultrices semper libero. Vestibulum sit amet ligula enim. Nam et urna urna. Sed nec condimentum nisi. Duis faucibus, nulla nec mollis mattis, mauris ipsum iaculis erat, vel dictum mi mauris placerat nibh. Vestibulum ullamcorper, augue eu rhoncus volutpat, mi augue accumsan augue, eu euismod dui neque vitae elit.



Leading

18 point Oficina Serif type
with 18 point leading

18 point Oficina Serif type
with 10 point leading

18 point Oficina Serif type
with 36 point leading



A feature that enables you to adjust the relative space between larger amounts of selected text?



Tracking

Tight tracking

Normal tracking

Loose tracking



White or light-colored text that appears against a darker background is called?



Reverse Type



**Benjamin's
Art Supply**

**Painting, Drawing, Printing
Sculpture, Design**

Able to meet your art supply needs

Pencils	Pens	Brushes
Cameras	Hops	Canvas
Baloons	Models	Plaster
Paper	Chairs	Computers

601-555-8975
As about our sepecials

The image shows a business card for Benjamin's Art Supply. The top half of the card is black with the company name in white. Below this, the services offered are listed in black text. A list of products is provided in a three-column format. The phone number is prominently displayed in large, bold black digits, and a tagline is at the bottom. A black star is positioned to the right of the services list.



The dots, dashes or characters that proceed text or an align tab setting are?

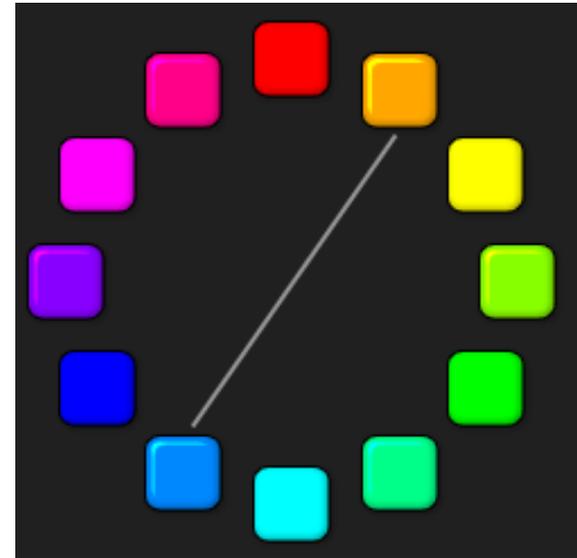
Ugue te facil enim il incipit	4
In henis nim.	14
Nulla commy nulla	27
Vel irit irit lut alit nos amcore	30
Dolessendrem at	34



Leaders



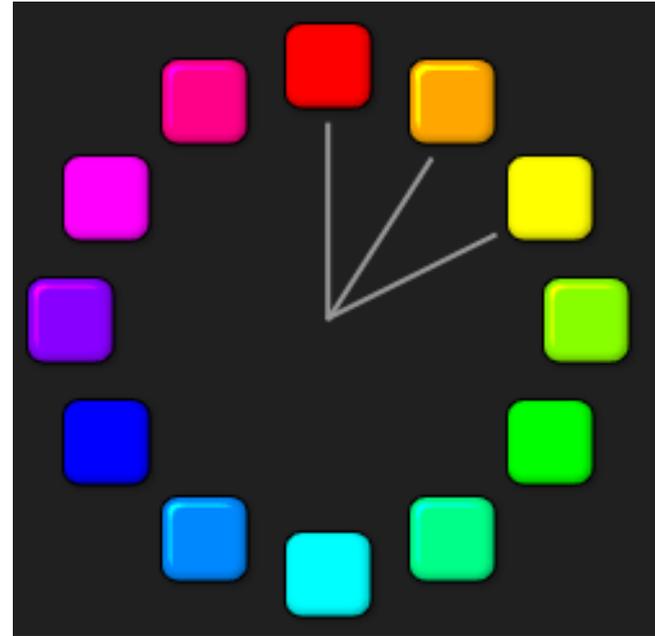
Opposite colors of
the color wheel
when used together
contrast and
brighten the colors
used?



Complementary Colors



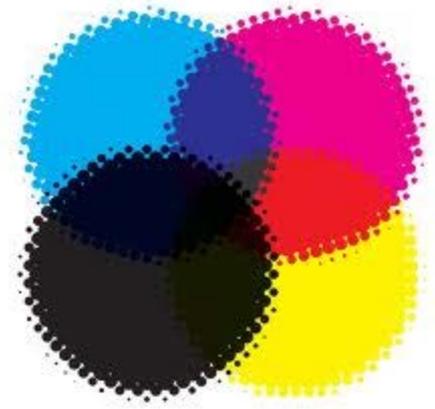
Colors which lie on either side of any given color ?



Analogous Colors



Color model used in printing to identify a color as a percentage of the colors cyan, magenta, yellow, and black?



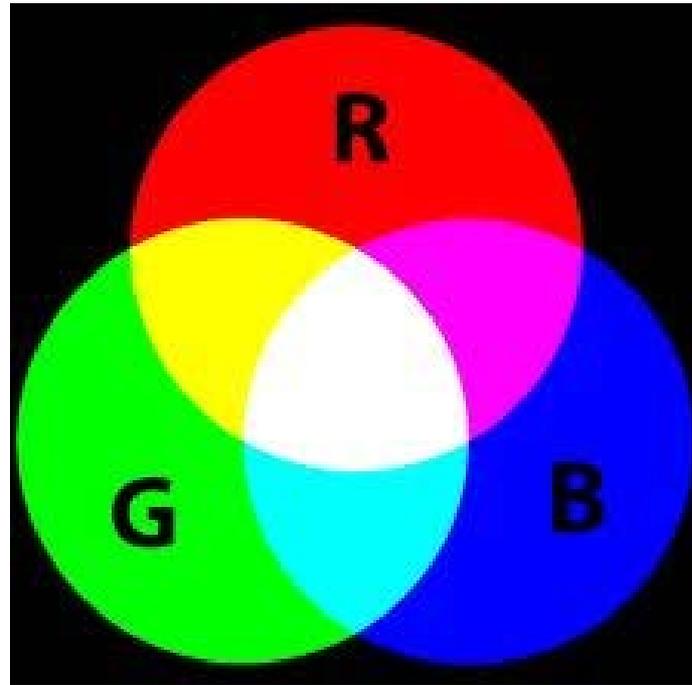
CMYK



The color model used to display colors using projected light on computer monitors?



RGB



A pre-mixed ink that is not one of the four process-color inks?



Spot Color



To trim a graphic image?



Crop



An option that allows you to **distort** objects such as graphics or blocks of text for a special effect?



Skew



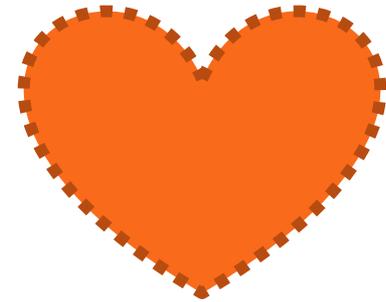
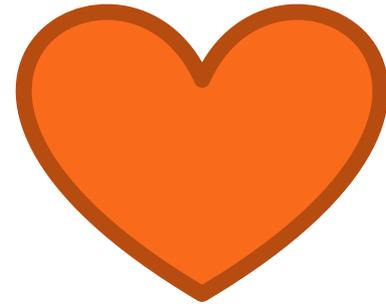
What is a pattern, color, or tint applied to the inside of a closed object?



Fill



The width or color
of a line that can be
manipulated on an
object?



Stroke



The ability to combine two or more objects to be one?



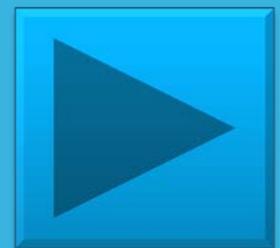
Group



The option for
controlling whether
and how text flows
around a graphic or
other object?

ea rebum. Siet elita kasd gubergren, no sea
dolor sit amet. Lorem ipsum dolor sit
ed diam nonumy eirmod tempor
i aliquyam erat, sed diam voluptua. At
dolores et ea rebum. Siet elita kasd
s est Lorem ipsum dolor sit
dolor in hendrerit in vulputate velit
dolore eu feugiat nulla
t iusto

dolore te
i dolor sit
sed diam
ut laoreet dolore
isi enim ad minim
ullamcorper suscipit
toto consequat. Duis
hendrerit in vulputate velit
dolore eu feugiat nulla
t iusto odio dignissim
delectet augue duis
i liber tempor cum
imperdiet doming
m ipsum dolor sit
f nibh euismod tincidunt ut laoreet dolore
isi enim ad minim veniam, quis nostrud exerci
sea tac
ipsum i
aliquya
nonum
guberg
vero ve
dolor s
eirmod
soluta
id quod mazim
amet, consectetur
sed dia
dolores
takima



Text Wrap



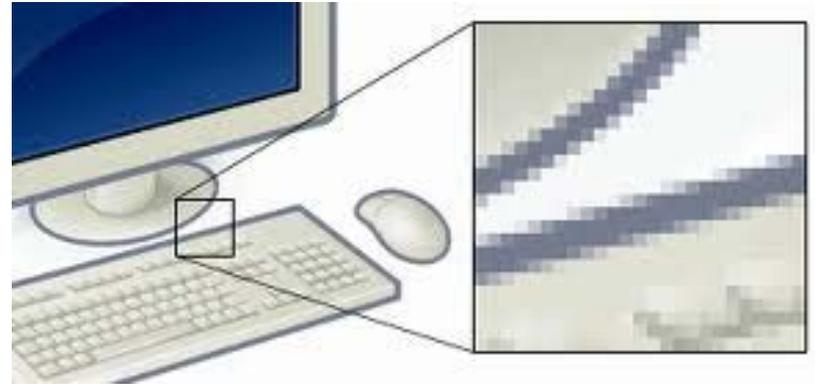
The level of
transparency of an
object?



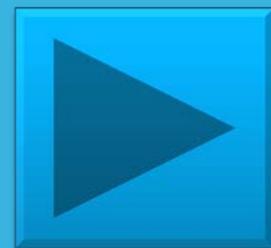
Opacity



The greater the number of these per inch the greater the resolution, it is the smallest discrete element of an image or picture(usually a single-colored dot)?



Pixels



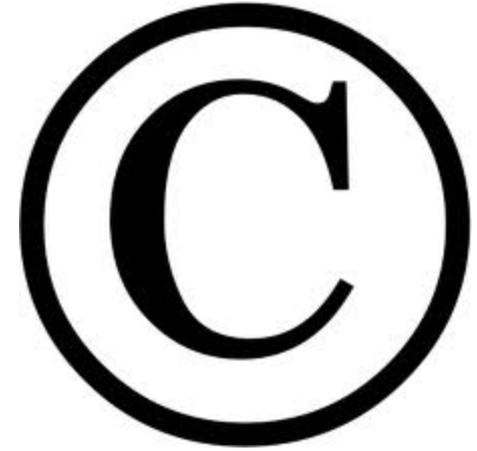
When a user has the one-time right to use the photo without restrictions is known as?



Royalty Free



A set of exclusive
rights granted to a
creator of an
original work?



Copyright

