

Graphic Design Fundamentals

Graphic Design · Answer Key · 12 Questions

1. What is the primary purpose of graphic design?

- A) To create digital art for games
- B) To communicate messages visually**
- C) To write long-form content
- D) To compose musical pieces

2. Which element is considered the building block of all visual design?

- A) Color
- B) Typography
- C) Line**
- D) Shape

3. What does 'typography' refer to in graphic design?

- A) The arrangement of images
- B) The art and technique of arranging type**
- C) The use of textures
- D) The process of photography

4. What is the term for the space around and between elements in a design?

- A) Balance
- B) Contrast
- C) White space (or negative space)**
- D) Hierarchy

5. Which of these is a fundamental principle of design?

- A) Randomness
- B) Repetition**
- C) Chaos
- D) Disorder

6. What is a common file format for web graphics that supports transparency?

- A) .JPEG
- B) .MP3
- C) .PNG**
- D) .DOC

7. What does 'color theory' primarily deal with in design?

- A) The speed of light
- B) The mixing and perception of colors**
- C) The anatomy of the eye
- D) The physics of sound

8. Which famous designer is known for creating the iconic logos for logos like the ABC television network and the UPS logo?

- A) Paul Rand**
- B) Saul Bass
- C) Milton Glaser
- D) Alvin Lustig

9. What is the term for the arrangement and organization of visual elements in a design to create a sense of stability?

- A) Emphasis
- B) Balance**
- C) Rhythm
- D) Unity

10. What does 'branding' in graphic design involve?

- A) Writing fictional stories
- B) Creating a visual identity for a company or product**
- C) Developing software applications
- D) Conducting scientific experiments

11. What is the most basic, fundamental unit of visual communication?

- A) An icon
- B) A pixel
- C) A symbol
- D) A dot**

12. What is the purpose of a 'grid system' in graphic design?

- A) To create random layouts
- B) To organize content and create structure**
- C) To generate complex mathematical equations
- D) To animate graphics