Graphic Design Fundamentals

Graphic Design · Answer Key · 18 Questions

1. Which design principle refers to the 'visual weight' of elements in a layout?

A) Balance
B) Hierarchy
C) Proximity
D) Contrast

2. In typography, what is the term for the vertical space between lines of text?

A) Kerning
B) Tracking
C) Leading
D) Serif

3. Which Swiss-born designer is famous for the 'I Love New York' (I NY) logo?

A) Paul Rand
B) Milton Glaser
C) Massimo Vignelli
D) Saul Bass

4. What does the acronym 'CMYK' represent in professional print design?

A) Cyan, Magenta, Yellow, Key/Black
B) Color, Monochrome, Yellow, Kraft
C) Cyan, Maroon, Yellow, Key
D) Computer, Modern, Yellow, Key

5. Which term describes a font that does not have small decorative 'feet' or strokes at the ends of its characters?

A) Serif
B) Script
C) Sans-serif
D) Monospace

6. What is the 'Golden Ratio,' often used by designers to create aesthetically pleasing proportions, approximately equal to?

A) 1.414
B) 1.618
C) 2.718
D) 3.141

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7. Which of these file formats is considered a 'vector' graphic, meaning it can be scaled infinitely without losing quality?

A) JPEG
B) PNG
C) SVG
D) GIF

8. In color theory, what are colors called that are directly opposite each other on the color wheel?

A) Analogous
B) Monochromatic
C) Triadic
D) Complementary

9. What is 'Kerning' in the context of typography?

A) Adjusting the space between two specific individual letters
B) Changing the font weight
C) Adjusting the overall spacing between all characters
D) Adding a border to text

10. Which design movement, emerging in the early 20th century, focused on geometric shapes and the philosophy that 'form follows function'?

A) Art Nouveau
B) Bauhaus
C) Pop Art
D) Surrealism

11. What does the 'RGB' color model primarily use to create colors on screens?

A) Reflective pigment
B) Light emission
C) Chemical dyes
D) Polarized ink

12. Who is credited with creating the iconic 'Peace' symbol in 1958?

A) Gerald Holtom
B) Andy Warhol
C) Banksy
D) Shepard Fairey

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13. In graphic design, what is a 'grid' used for?

A) To add texture to a background
B) To organize visual elements logically
C) To define the color palette
D) To export files for print

14. Which visual element is defined as a mark made by a moving point?

A) Shape
B) Texture
C) Line
D) Value

15. What is the purpose of 'White Space' (also known as negative space) in a layout?

A) To save money on printer ink
B) To provide visual breathing room for the viewer
C) To make the design look unfinished
D) To hide errors in the layout

16. Which color is historically associated with 'warning' or 'danger' in international design standards?

A) Blue
B) Green
C) Yellow
D) Red

17. What does the term 'Resolution' (measured in DPI or PPI) refer to in digital images?

A) The brightness of the screen
B) The density of pixels in an image
C) The total file size
D) The number of colors available

18. What is a 'Logo' officially classified as?

A) A brand identity mark
B) A technical illustration
C) A type of photograph
D) A printed advertisement

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