

Graphic Design Fundamentals

Graphic Design · Practice Test · 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

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

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