Graphic Design Fundamentals

Graphic Design · Answer Key · 15 Questions

1. Which color model is primarily used for print-based design to ensure accurate color reproduction?

A) RGB
B) CMYK
C) HSL
D) HEX

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

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

3. Who is credited with creating the iconic 'I Love New York' (I NY) logo in 1977?

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

4. Which file format is widely used in graphic design for images that require a transparent background?

A) JPEG
B) PNG
C) BMP
D) TIFF

5. What does the acronym 'DPI' stand for in the context of image resolution?

A) Dots Per Inch
B) Design Per Item
C) Digital Pixel Index
D) Drawing Print Interface

6. Which principle of design refers to the distribution of visual weight in a composition?

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

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7. What is the term for a typeface that does not have small decorative strokes at the ends of its letters?

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

8. Which software is the industry standard for creating vector-based graphics?

A) Adobe Photoshop
B) Adobe Illustrator
C) Adobe InDesign
D) Corel Painter

9. In color theory, which three colors are considered the primary colors in the subtractive color model?

A) Red, Green, Blue
B) Cyan, Magenta, Yellow
C) Red, Yellow, Blue
D) Orange, Purple, Green

10. What is 'kerning' in the field of typography?

A) Adjusting the space between two specific characters
B) Adjusting the space between lines of text
C) The thickness of the stroke of a letter
D) The overall slant of a typeface

11. Which of these is a vector file format commonly used for logos and illustrations?

A) GIF
B) SVG
C) JPG
D) PSD

12. What Bauhaus master was known for his significant contributions to modern grid systems in design?

A) Jan Tschichold
B) Josef Müller-Brockmann
C) Herbert Bayer
D) Dieter Rams

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13. Which design term describes the 'visual weight' or 'importance' given to a specific element on a page?

A) Hierarchy
B) Alignment
C) Repetition
D) Unity

14. What is the standard measurement unit used in professional print design for typography?

A) Pixels
B) Points
C) Millimeters
D) Inches

15. The Golden Ratio is approximately equal to what numerical value?

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