

Quiz: Basic Design

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1. **What are the four basic elements found in nearly every design?**
 - a. Photos, cutlines, headlines and text.
 - b. Photos, bylines, columns and graphics.
 - c. Headlines, text, mugshots and infoboxes.
 - d. Text, headlines, summaries and graphics.

2. **True or False: Most font families can be divided into two groups: serif and sans serif.**
 - A. True
 - B. False

3. **Headlines help draw readers into a story by giving them:**
 - a. The name of the person who wrote the story.
 - b. A summary or title of the story in large print.
 - c. A map indicating where a news event happened.

4. **When designing with photographs, it's important that you always have a _____ image on your page.**
 - a. Mugshot
 - b. Action photo
 - c. Potrait
 - d. Dominant

5. **Photographs should have both _____ and cutlines before being published on a news page.**
 - a. Captions
 - b. Photographer credits
 - c. Proper nouns
 - d. Visual interest

6. **Before a designer begins working on computer software to complete a design, he or she should do what first?**
 - a. Talk to others nearby about their own work.
 - b. Ask the editors when deadline is.
 - c. Sketch a dummy to help visualize the design.
 - d. Play with typefaces and stylesheets to create a new look for the page.

- 7. Modern design relies on color, information graphics, photos and text to help create a way to engage readers. But, adding spot color should only be done for what reason:**
- a. To make a page look prettier.
 - b. To create a distraction for the reader.
 - c. To help attract readers to a particular story or to add emphasis to it.
- 8. True or False: Horizontal images are the most common type used in news design.**
- A. True
 - B. False
- 9. Newspapers are usually filled with columns of text. Many newspapers use standard _____ to help them keep elements aligned on a page.**
- a. Grids
 - b. Rows
 - c. Tables
 - d. Software program
- 10. True or False: Readers today would prefer to engage with their news and find elements that draw them into a particular story instead of having long columns of text and headlines to read.**
- A. True
 - B. False