Advanced Graphic Design

Provide examples or select the best answer.
Each correct answer = 1 point.

1. Provide an example of a NON-SUCCESSFUL graphic identity or marketing program for a consumer product:

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2. Using the example in question 1, explain why the product’s logo, brand, packaging, marketing research, or advertising campaign lacked effectiveness in marketing the product:

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3. Provide an example of a SUCCESSFUL graphic identity, branding or marketing program for a consumer product:

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4. Using the example in question 3, explain why the product’s identity, branding or marketing program is successful:

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5. Which technological innovations or advancements are most important in today’s graphic design environment?

☐ Adobe PostScript language for printers and monitors
☐ Microsoft Windows operating system
☐ Apple Macintosh operating system
☐ Adobe PDF (Portable Document Format)
☐ software for digital color management systems
☐ the mouse, as a digital-input peripheral device
☐ laptop or portable computer
☐ mainframe computer
☐ fax machine
☐ conventional mail
☐ flatbed scanners
☐ wireless technology
☐ cell-phone
☐ e-mail
☐ rubber-cement
☐ inkjet and laser printers
A design grid can be used to divide and organize space.

A page gutter is located at the exterior, outer edge of the page.

Printers and scanners are examples of hardware.

A printer is a peripheral input device, not an output device.

A keyboard is a peripheral input device, not an output device.

Hot type is a typesetting method using characters cast in metal.

Outline letters are created by outlining characters’ outer edges.

In publication design, a page-footer is located at the page top.

Photo-typesetting is another term for digital-typesetting.

Points and picas are part of a graphics measurement system.

A point is an increment used to measure typography or space.

Superscript allows typesetting of characters below the base line.

Subscript allows typesetting of characters above the base line.

Ragged left typography is the same as justified typography.

In typography, a reverse is a change to opposite color or tone.