Advanced Graphic Design

Read the supporting course materials as presented in: *Design Defined Glossary*. This eleven-page document, in Acrobat Reader PDF format, is a concise descriptive glossary of commonly used graphic design terms, including typography, design, formats and identity subjects.

1. List five (5) examples of “corporate image”:

   __________________________________________
   __________________________________________
   __________________________________________
   __________________________________________
   __________________________________________

2. List five (5) examples of “corporate identity”:

   __________________________________________
   __________________________________________
   __________________________________________
   __________________________________________
   __________________________________________

3. Describe the differences between object-oriented drawing software and pixel-based painting software:

   __________________________________________
   __________________________________________
   __________________________________________

4. If a client asked you to color-correct the color, saturation, hue or contrast of a photograph, to better reflect a product corporate trademark color, which software would you use?
   - [ ] Adobe Illustrator
   - [ ] Adobe Photoshop

5. If designing a 300-page book, would you use:
   - [ ] Adobe Photoshop
   - [ ] Adobe PageMaker

6. Describe the difference between system (bitmap/screen) fonts and outline (printer/truetype) fonts:

   __________________________________________
   __________________________________________
   __________________________________________

7. Provide an example of a font (e.g. Times):

   __________________________________________
   Provide the names of the extended family of that font (including variations of one font, e.g. “Times Bold Italic”).

   __________________________________________
   __________________________________________
   __________________________________________