**DESIGN PRINCIPLES AND FONT GUIDELINES EXAM**

**Multiple Choice**

Instructions: Fill in blank preceding each question, using the letters A-D to represent which answer choice is best for the given question.

1. Repetition is
2. Choosing the different font styles within the same category
3. Purposely duplicating elements or aspects of elements within the same document
4. Alignment of clipart to appear behind the text
5. Using an ornamental font style for title text
6. Which of the following creates a sense of conflict in printed design?
7. Using an ornamental font style for title text
8. All of these
9. Choosing the same font style for the entire publication
10. Choosing different font styles within the same category
11. The four basic design principles are
12. Repetition, Proximity, Contrast, Arrangement
13. Repetition, Choice of Font style, Paste options, Alignment
14. Proximity, Alignment, Repetition, Contrast
15. Color choices, Realistic images, Approximation, Printing options
16. Alignment can be demonstrated using which of the following methods?
17. text direction
18. line spacing
19. all of these
20. element rotation
21. Acceptable ways to create contrast using text are
22. Bold, size variations, color variations, shading behind text
23. All of these
24. Alignment of clipart to appear behind the text
25. Using a gradient or pattern as a background fill on a textbox
26. A design method in which spatial properties are used to determine the optimal placement of objects or groups of objects is
27. Proximity
28. Approximation
29. Arrangement
30. Alignment
31. Which of the following font categories should you choose for body text of a webpage?
32. Script
33. Sans Serif
34. Ornamental
35. Serif
36. Which of the following font categories should you avoid when creating long paragraphs of text?
37. Script and Ornamental
38. Serif and Sans Serif
39. Only Script
40. Only Ornamental
41. Which text choice below would be the best for keying a sentence you want to get noticed?
42. Using all capital letters
43. Changing each word to be a different color
44. Highlighting the text in bright yellow
45. Using bold
46. A method of design that uses spatial properties to purposely place related items together is
47. Proximity
48. Approximation
49. Arrangement
50. Alignment

**Matching**

Instructions: Fill in column A below, using the letters A-D to name the font category represented in the given questions.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **A Serif** |  | **B Sans Serif** | **C Script** |  | **D Ornamental** |  |
|  |  |  |  |  |  |  |
| **C** | 11. | Letters that appear to be handwritten |  |
|  |  |  |  |
| **D** | 12. | This category is sometimes called “decorative” |  |
|  |  |  |  |
| **A** | 13. | Letters having short decorative tips at the end of each |  |
| stroke |  |  |  |  |
|  |  |  |  |  |  |
| **B** | 14. | This font style category is |  |  |  |
|  |  |  |  |  |  |
| **A** | 15. | **This font style category is** |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |
| **D** | 16. | Letters that incorporate a common | artistic design element |  |
|  |  |  |  |  |  |
| **C** | 17. | This font style category is |  |  |  |
|  |  |  |  |  |  |
| **D** | 18. | This font style category is |  |  |  |
|  |  |  |  |
| **B** | 19. | Letters that do NOT have short decorative tips at the end |  |
| of each stroke |  |  |  |  |
|  |  |  |  |  |  |
| **C** | 20. | This font style category is |  |  |  |  |
|  |  |  |  |  |  |  |  |

5 PTS – BONUS Explain and give an example of using contrast in design.

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