

1. A formal design is a balanced design on what format?
 - A. white background
 - B. central axis
 - C. page
 - D. classical presentation
2. Color is an important part of design. What part of design is color considered?
 - A. principle
 - B. type
 - C. contrast
 - D. element
3. What is the principle of design that uses colors, texture, and lines to provide a point of emphasis in a layout?
 - A. balance
 - B. rhythm
 - C. contrast
 - D. proportion
4. A 1" x 2" rectangle would be proportional to what shape?
 - A. 4" x 8" rectangle
 - B. 2" x 3" rectangle
 - C. 4" x 3" rectangle
 - D. 3" x 4" rectangle
5. Which of the following is a principle of design?
 - A. shape
 - B. color
 - C. proportion
 - D. texture
6. What is the first step in the design process?
 - A. defining a goal
 - B. developing thumbnail sketches
 - C. brainstorming
 - D. creating a rough layout
7. After brainstorming design ideas, the next step in the design process is to create something. What needs to be created?
 - A. rough layout
 - B. thumbnail sketch
 - C. comprehensive layout
 - D. pasteup
8. What are two colors opposite one another on the color wheel called?
 - A. warm
 - B. secondary
 - C. complementary
 - D. formal
9. What is a tertiary color?
 - A. a color on the lower third of the color wheel
 - B. the combination of a secondary and a primary color
 - C. the third color in a triad
 - D. the combination of two primary colors
10. What is the color yellow considered?
 - A. secondary
 - B. tertiary
 - C. complementary
 - D. primary