

Choose the best answer to the following questions.

1. The main objective of this class is to:
  - a) Gain an understanding of the formal principles of composition
  - b) Learn Adobe Illustrator and master digital production
  - c) Study the ideals of Renaissance art and design
  - d) None of the above
2. The objective of Project 1 is to:
  - a) Introduce concepts of direction, repetition, and rhythm
  - b) Enhance drawing and calculation skills
  - c) Work toward the clearest communication of a visual idea
  - d) a and c
3. Rhythm is:
  - a) An arrangement of alternating stressed and unstressed elements
  - b) An ordered series of intervals which divide a larger space/time
  - c) A word/concept derived from the Greek word for "flow"
  - d) All of the above
4. What are the different types of visual rhythms explored in Project 1?
  - a) Black, White, Gray and Color
  - b) Regular, Alternating and Increasing
  - c) Square, Round and Triangular
  - d) Contrasting, Intersecting and Diverging
5. Increasing rhythm compositions are often employed to create a sense of:
  - a) Two-dimensionality
  - b) Three-dimensionality
  - c) Angularity
  - d) All of the above
6. There are similarities between the concepts of verbal literacy and visual literacy:
  - a) True
  - b) False
7. What software program is supported/encouraged for use in this course?
  - a) Macromedia Freehand
  - b) Adobe Illustrator
  - c) Corel Draw
  - d) all of the above
8. Better execution of formally active composition will:
  - a) More intensively engage a viewer/audience
  - b) Create a more interesting/more dynamic visual solution
  - c) Lend power and visual impact to content
  - d) All of the above
9. The primary objective of design criticism and critique is to:
  - a) Learn through verbalizing your thoughts and ideas
  - b) Make you look bad in front of your friends
  - c) Learn from the progress and mistakes of your peers
  - d) Both a and c
10. Among others, the following books are recommended reading for this course:
  - a) Men are from Mars, Women are from Venus by John Gray;  
Jurassic Park by Michael Crichton  
One Flew Over the Cuckoo's Nest by Ken Kesey
  - b) Zen and the Art of Graphic Design by Fred Hanson  
Stop Stealing Sheep by Eric Spiekermann  
Layout Index by Jim Krause
  - c) A Primer of Visual Literacy by Donis A. Dondis  
Graphic Design Manual by Armin Hofmann  
Living With Art by Rita Gilbert
  - d) None of the above