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