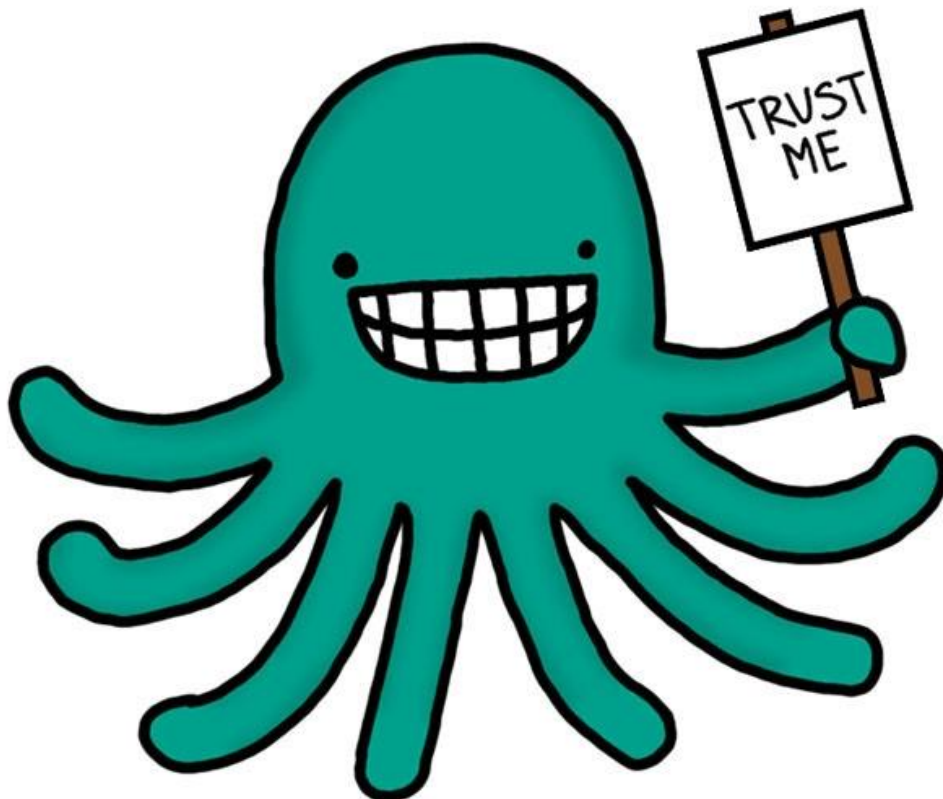


FALL 2022
COMMERCIAL ARTS &
DIGITAL DESIGN
MID-TERM EXAM
Years 2 – 3 Students

Place the correct answer (letter) on your ANSWER SHEET



MULTIPLE CHOICE - USE YOUR ANSWER SHEET & USE THE CORRECT LETTER

Adobe Illustrator

1. **STRAIGHT OR CURVED LINES OF VARYING SIZES CREATED IN ILLUSTRATOR ARE KNOWN AS...**
 - A. Bezier
 - B. Outlines
 - C. Anchor Points
 - D. Paths

2. **A JUNCTURE YOU CAN ADD, SUBTRACT THAT LETS YOU SHAPE & CONTROL THE CHARACTERISTICS OF A LINE IN ILLUSTRATOR**
 - A. Bezier
 - B. Outlines
 - C. Anchor Points
 - D. Paths

3. **ADOBE ILLUSTRATOR IS SOFTWARE BEST USED TO EDIT AND CREATE**
 - A. Text and Logos
 - B. Photographs
 - C. Body Copy Layout
 - D. Video

4. **THIS KEY ILLUSTRATOR TOOL IS TYPICALLY USED FOR WRITING WITH**
 - A. Textured Brush Tool
 - B. Custom Shape Tool
 - C. Square Brush Tool
 - D. Pen Tool

5. **THIS IS THE NATIVE FILE FORMAT USED BY ADOBE ILLUSTRATOR**
 - A. GIF
 - B. Vector
 - C. AI
 - D. Bitmap

6. **THE BEST DESCRIPTION OF WHAT A VECTOR STYLE FORMAT IS**
 - A. Used exclusively online
 - B. Uses small blocks of color to create an image
 - C. Uses sharp geometric lines to create its image
 - D. Uses cyan, magenta, yellow and black

7. **IN ADOBE ILLUSTRATOR, THIS IS THE NAME OF YOUR PAGE (WHICH IS ALSO ADJUSTABLE).**
 - A. Page
 - B. US Paper
 - C. Artboard
 - D. Scaled To Fit Media

8. **WHEN EDITING AN IMAGE, THE TERM SCALEABLE REFERS TO WHAT?**
 - A. An images size
 - B. The size of a font
 - C. Black and white images
 - D. Images resized without quality loss

9. **SAY YOU HAVE A PATH CREATED IN ILLUSTRATOR THAT YOU WANT TO BEND. YOU SHOULD USE?**
 - A. Vectors
 - B. Handles
 - C. Anchors
 - D. Pen tool

10. IN ADOBE ILLUSTRATOR, ON YOUR COLOR SWATCHES PALLET, A WHITE BOX WITH A RED LINE THRU IT MEANS

- A. No color
- B. Black only
- C. White only
- D. Full color

11. IN ADOBE ILLUSTRATOR, WHAT IS THE SELECTION TOOL?

- A. Allows the selection of multiple shapes
- B. Allows the selection of multiple letters
- C. Allows the selection of individual lines
- D. Allows the selection of individual points

12. IN ADOBE ILLUSTRATOR, WHAT IS THE DIRECT SELECTION TOOL?

- A. Allows the selection of individual shapes
- B. Allows the selection of individual letters
- C. Allows the selection of individual lines
- D. Allows the selection of individual points

ADVANCED ADOBE PHOTOSHOP

13. PHOTOSHOP, THIS SET OF TOOLS LETS YOU EDIT & FORMAT A FONTS SIZE, SHAPE & POSITION?

- A. Character Palette
- B. Layers
- C. Changes The Layer Color
- D. Delete the file

14. IN PHOTOSHOP, THIS LETS YOU ADJUST AN IMAGES BLACKS, WHITES AND CONTRAST

- A. Levels & Curves
- B. Layers
- C. Resolution
- D. Images

15. A SMALL, WHITE ARROW IN THE RIGHT-HAND CORNER OF A TOOL MEANS

- A. The tool is active
- B. More than one tool can be activated by this
- C. This tool is unavailable
- D. The tool is locked

16. THIS LETS YOU APPLY MULTIPLE NON-DESTRUCTIVE EDITING OPTIONS TO A LAYER

- A. Layer Mask
- B. Tab Group
- C. Adjustment Layer
- D. A New Group



THE DESIGN PROCESS

17. THE "DESIGN PROCESS" CONSISTS OF HOW MANY DIFFERENT STEPS?

- A. Five
- B. Four
- C. Three
- D. Six

18. DURING THE DESIGN PROCESS, SAVING TIME & MONEY CAN BE ACHIEVED BY MAKING

- A. Finals
- B. Greeking
- C. Thumbnails
- D. Layouts

- 19. THUMBNAIL SKETCHES SHOULD SHOW A RANGE OF LIGHT & DARK, ALSO KNOWN AS _____**
- A. Hues
B. Ranges
C. Borders
D. Values
- 20. THUMBNAIL SKETCHES SHOULD TAKE NO MORE THAN _____ TO SKETCH**
- A. 2 Minutes
B. 1 Minute
C. 30 seconds
D. 20 Seconds
- 21. ON A ROUGH OR IN THUMBNAILS, TEXT CAN BE REPRESENTED BY USING _____**
- A. Text
B. Greeking
C. An X
D. Characters
- 22. BEFORE YOU START A PROJECT, YOU GATHER AS MUCH INFORMATION AS POSSIBLE. THIS IS?**
- A. Post-Production
B. Production
C. Pre-Production
D. Design Process
- 23. AFTER YOU FINISH A PROJECT, YOU PREPARE THE PROJECT FOR COMPLETION. THIS IS?**
- A. Post-Production
B. Production
C. Pre-Production
D. Design Process
- 24. THE ACTUAL CREATION OF AND WORK ON A PROJECT. THIS IS?**
- A. Post-Production
B. Production
C. Pre-Production
D. Design Process

GRAPHIC IMAGE FILE TYPES

- 25. "RASTERIZING A SHAPE" IN PHOTOSHOP MEANS YOU ARE...**
- A. Changing it from a positive to a negative image
B. Merging all of your layers together
C. Converting precision rendered images to block based
D. Resizing it
- 26. VECTOR BASED IMAGES...**
- A. Are native to Photoshop
B. Use many little blocks to create an image
C. Are precisely rendered lines
D. Are black and white only
- 27. RASTER BASED IMAGES...**
- A. Are native to Photoshop
B. Use many little blocks to create an image
C. Are precisely rendered lines
D. Are black and white only
- 28. RASTER BASED IMAGES CAN ALSO BE REFERRED TO AS _____**
- A. Rendered Lines
B. Block Outlines
C. Bitmaps
D. Vector Images

29. WHAT DOES A HIGHER RESOLUTION (DPI) DO TO AN IMAGES QUALITY?

- A. Converts it to blocks
- B. Increases File Size & Quality
- C. Outlines the shape
- D. Colors It

30. AN INDUSTRY STANDARD COLOR REFERENCE.

- A. Product Descriptive
- B. Pantone
- C. Color Wheel
- D. Premium



GREETING CARDS

31. A TOOL USED TO MAKE SHAPED CARDS

- A. A fold
- B. A genre
- C. A die-cut
- D. A pop-up

32. A POP-UP STYLE CARD COULD BEST BE DESCRIBED AS WHAT CATEGORY STYLE

- A. Traditional
- B. Holiday
- C. Trademark
- D. Specialty

33. THE VERY EDGE OF A CARD THAT EXTENDS BEYOND YOUR LIVE AREA

- A. The Bank
- B. Trim
- C. Bleed
- D. A Pop-up

ART HISTORY

34. THE DADA MOVEMENT WAS BEGUN TO:

- A. Protest the war
- B. Protest taxes
- C. Shock people and create visual puns
- D. Promote Traditional Art

35. WHICH OF THESE DESCRIPTIONS BEST DESCRIBES INDUSTRIAL DESIGN?

- A. The look of packages, bottles, and other objects.
- B. Vibrant colors and hallucination style imagery
- C. Posters critical of a government or political ideology
- D. Anti -Art

36. SOME DEFINING CHARACTERISTICS OF ART NOUVEAU

- A. Organic soft, leaf forms
- B. Lots of contrasting colors
- C. Smooth machine-like lines
- D. Simple black and white images

37. WHICH ONE OF THESE IS NOT AN IDENTIFYING CHARACTERISTIC OF PSYCHEDELIC ART?

- A. Hallucinations
- B. Hidden images
- C. Vibrant colors
- D. Photorealistic images

38. PSYCHEDELIC ART ORIGINATED IN AND WAS MOST POPULAR DURING?

- A. The 60's
- B. The 70's
- C. The 80's
- D. The 90's

39. WHICH OF THESE DESCRIPTIONS BEST DESCRIBES THE CONTENT OF POP ART?

- A. Posters critical of a government or political ideology
- B. Artwork which recreates the effects of drugs
- C. Mass culture icons such themes as advertising and comic book images
- D. Artwork which thumbs its nose at tradition by being the opposite

40. LIST THREE THINGS WHICH DESCRIBE THE ART GENRE YOU RESEARCHED.

ART GENRE RESEARCH

These categories. Please click this photo and identify the art styles represented.
Place the Letter on your Answer Sheet.

- 41. Psychedelic Art
- 42. Graphic Design
- 43. Comic Strips
- 44. Abstract
- 45. Pop Art
- 46. Graffiti
- 47. Art Nouveau
- 48. Warner Brothers Animation
- 49. Pixar Animation

PRACTICAL PORTION 50 – 100 LOGO DESIGN – (50 Points)

Students are to perform the following tasks using Adobe Illustrator:

This is a real concept for a real business. Your design could end up being used and you'll be working with the company to flesh out their design and brand.
Create a logo for our small business. *We are local, home doodle dog breeders and need a logo to help with our marketing/branding. I'm working on building our website and would like to include our new logo before going live.*
MY FAVORITE DOODLE is the business name

REFERENCES

<https://findmyfavoritedoodle.com/>

<https://www.facebook.com/findmyfavoritedoodle?mibextid=LQQJ4d>

Grading Rubric

Points will be given for successful inclusion of each completed task:

- A minimum of 4 concept sketches for the logo. Use the thumbnail boxes on answer sheet. It's OK if the logo is just text. **(20 pts)**
- Production of the logo in Adobe Illustrator **(20 pts)**
- Correct Size - Final logo should be sized to 6" x 6" at the most **(5pts)**
- Format your final [like this example \(Color – Black and White – White on Black\)](#)
- Upload your final to Focus EXAM PRACTICAL in an Adobe Illustrator file format **(5 pts)**
 - Tips: Be certain your text is prominent, and any symbols are of proportional size. Negative space use is always encouraged.
 - Remember – even though you're creating an Illustrator version, this is still a working concept and by no means considered a final version.

I hope you learned something worthwhile.
I thank you for taking Commercial Arts & Digital Design!



"Our species needs, and deserves, a citizenry with minds wide awake and a basic understanding of how the world works."

— Carl Sagan

