

Test 2 Review

Topics

1. Shape
 - a. Organic
 - b. Geometric
2. Form
3. Value
4. Color
5. Texture
 - a. Implied
 - b. Actual
6. Space
 - a. Positive Space
 - b. Negative Space / White Space
7. 1-Point and 2-Point Perspective
 - a. Horizon Line
 - b. Vanishing Point
 - c. Orthogonal Line
8. Principles of Design
 - a. Balance
 - b. Rhythm
 - c. Pattern
 - d. Movement
 - e. Contrast
 - f. Emphasis
 - g. Unity
9. Planning
 - a. Getting a Client
 - b. Budget & Schedule
 - c. Research & Investigation
 - d. Concept & Design
 - e. Format
10. Layout
 - a. Good Layout Works
 - b. Good Layout Organizes
 - c. Good Layout Attracts
11. Color Theory
 - a. Hue, Value and Saturation
 - b. Color Wheels
 - c. Color Combinations
 - d. Tints, Shades & Neutrals
 - e. Emotional Content
12. Typography
 - a. Anatomy
 - b. Type Families
 - c. Choosing a Font
 - d. Styling & Formatting
 - e. Text as Image

Test 2 Review

You Should Be Able To:

1. Distinguish *line* from *shape*, and *shape* from *form*.
2. Describe *value* and how it can be used to create illusion of space and depth.
3. Distinguish *organic* from *geometric* shapes, and *positive space* from *negative space*.
4. Distinguish *actual* from *implied/simulated texture*.
5. Describe the importance of *white space* in a design and how it can be used.
6. Describe the purpose of these in drawing perspective: *horizon line*, *vanishing point*, *orthogonal line*.
7. Distinguish *symmetry*, *asymmetry* and *radial balance* from each other.
8. Distinguish *rhythm*, *pattern* and *movement* from each other.
9. Identify the following types of contrast: *value contrast*, *texture contrast*, *shape contrast*.
10. Describe what *emphasis* and *unity* are, and how each can be achieved in a design.
11. Describe several important steps to take when planning a graphic design project.
12. Define three key characteristics of good page layout and identify several methods for achieving them.
13. Distinguish *hue*, *value*, and *saturation*.
14. Describe several differences between the traditional color wheel and the Photoshop color wheel.
15. Arrange several *complementary* and *analogous* color schemes using the traditional color wheel.
16. Distinguish a *tint* from a *shade*.
17. Identify an appropriate color for a number of basic emotions.
18. Name five basic parts of the anatomy of a line of text.
19. Distinguish these types of fonts: *serif*, *sans serif*, *decorative*, *script*, and *symbol*.
20. Weigh the pros and cons of using commercial fonts versus free fonts.
21. Identify a suitable font for a given mood.
22. Understand what *leading*, *measure* and *alignment* are, and how they affect legibility.