**Desktop Publishing Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Part A Matching Terms and Definitions**

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| A. Alignment  B. Asymmetrical balance  C. Balance  D. Business information set  E. Consistence  F. Contrast  G. Desktop publishing  H. Directional Flow  I. Drop cap  J. Focus  K. KIS principle  L. Letterhead  M. Proportion  N. Proximity  O. Repetition  P. Reverse text  Q. Symmetrical balance  R. Thumbnail sketch  S. Watermark  T. White space  U. Z pattern | 1.\_\_\_\_\_\_\_\_The design element in which items related to each other are grouped close together.  2. \_\_\_\_\_\_\_\_Utilize uniformity among design elements to achieve this.  3. \_\_\_\_\_\_\_\_The difference in the degrees of lightness and darkness on a page.  4. \_\_\_\_\_\_\_\_A miniature draft of a document.  5. \_\_\_\_\_\_\_\_Preprinted stationery about a company such as name, etc.  6. \_\_\_\_\_\_\_\_Using a personal computer and page layout software to design, layout.  7. \_\_\_\_\_\_\_\_A design principle in which you align elements to achieve a visual connection with other elements on a page.  8. \_\_\_\_\_\_\_\_The pattern that leads the readers’ eyes on a document.  9. \_\_\_\_\_\_\_\_ A lightened version of an image usually placed as a layer behind text.  10. \_\_\_\_\_\_\_\_The principle that stresses to keep design simple.  11. \_\_\_\_\_\_\_\_An element that draws the reader’s eyes.  12. \_\_\_\_\_\_\_\_The background where no text or graphics are located.  13. \_\_\_\_\_\_\_\_Equally distributing the weight of elements on a page.  14. \_\_\_\_\_\_\_\_The first letter of the first word in a paragraph, set into the paragraph, often set in a larger type size and contrasting typeface.  15. \_\_\_\_\_\_\_\_White text on a black background  16. \_\_\_\_\_\_\_\_The element in which you repeat visual elements of a design through a document.  17. \_\_\_\_\_\_\_\_The pattern of reading that draws the eyes from the upper left corner of a page to the right, down to the lower left, and across to the lower right.  18. \_\_\_\_\_\_\_\_Similar elements of equal proportion or weight on the left and right sides and top and bottom of a page.  19. \_\_\_\_\_\_\_\_Sizing elements in relation to their relative importance to each other.  20. \_\_\_\_\_\_\_\_Using different design elements of varying weights and/or proportions to achieve balance. |

**Part B True or False**

1. \_\_\_\_\_\_\_The most important goal in desktop publishing is to get the message across.
2. \_\_\_\_\_\_\_Larger elements such as titles and some graphics are generally viewed as less important.
3. \_\_\_\_\_\_\_Readers are more likely to read a page where all the elements are in proportion to one another.
4. \_\_\_\_\_\_\_Contrast can be used as an organizational aid so readers can identify the organization of the document.
5. \_\_\_\_\_\_\_Limited white space creates a more open and light feeling on a page.
6. \_\_\_\_\_\_\_Color is an element that will not elicit a response.
7. \_\_\_\_\_\_\_A good designer continually asks questions, pays attention to details, and makes well-thought-out decisions.
8. \_\_\_\_\_\_\_Overdesigning is one of the most common tendencies of beginning desktop publishers.
9. \_\_\_\_\_\_\_Contemporary design favors symmetrical balance.
10. \_\_\_\_\_\_\_Symmetrical design is more flexible and visually stimulating than asymmetrical design.
11. \_\_\_\_\_\_\_The principle of contrast states that if two items are not exactly the same, then make them very different.
12. \_\_\_\_\_\_\_A reader should be able to glance at a document and instantly understand what’s going on.
13. \_\_\_\_\_\_\_A centered alignment is the most common alignment that beginners use as it’s very safe and comfortable.
14. \_\_\_\_\_\_\_Proximity doesn’t mean that elements have to be placed together; they must be visually connected in some way.
15. \_\_\_\_\_\_\_Nothing should be placed on a page arbitrarily or randomly.
16. \_\_\_\_\_\_\_The basic purpose of alignment is to create an interest in the page.

**Part C Completion**

1. The desktop publishing process begins with two steps. Identify the steps.
2. Name two advantages of in-house desktop publishing.
3. Identify at least five graphic elements that help to create focus.
4. There are four steps involved in planning a publication. List them.
5. What is meant by prioritizing information in a publication?

*Use the image to the left to answer the following questions:*



1. List two examples of where you see **contrast** on the flyer shown.
2. Identify two examples of **repetition** used in the flyer shown.
3. How was proximity achieved on the flyer shown above? List two examples.
4. Provide two examples of alignment on the flyer shown above.
5. Identify two ways that were used to provide focus on the example shown above.