

DESIGN QUIZ

Answer the question or complete the statement about design.

1. What is the area on a layout that loses one pica when the book is printed and bound?

2. What do we call the grid system that Herff Jones has created for staffers to use?

3. Must all elements begin and end on a square?

4. Before you place photos or copy on the layout, what must you place on the layout to organize your design?

5. What is the first design element placed on the spread?

6. What are the second elements placed on the spread?

7. What is the third element placed on the spread?

8. What are the fourth elements placed on the spread?

9. What is the difference between a dominant photo and candid photos?

10. How far apart are elements placed from each other?

11. Should a designer use an odd or even number of photos?

12. What do you call an invisible line that runs horizontally across the spread?

13. The fifth elements placed on the spread are captions, and they are placed to the _____ of the spread.

14. What are the sixth elements placed on the spread?

DESIGN NOTES

Answer the question or complete the statement about design. Use this handout to review for the test.

1. What is the area on a layout that loses one pica when the book is printed and bound?
Gutter
2. What do we call the grid system that Herff Jones has created for staffers to use?
Square One (or Swiss grid)
3. Must all elements begin and end on a square?
Yes
4. Before you place photos or copy on the layout, what must you place on the layout to organize your design?
Separators or rails
5. What is the first design element placed on the spread?
Dominant photo
6. What are the second elements placed on the spread?
Copy, headline and subhead
7. What is the third element placed on the spread?
Eyeline
8. What are the fourth elements placed on the spread?
Candid photos
9. What is the difference between a dominant photo and candid photos?
Dominant is twice the size of a candid photo
10. How far apart are elements placed from each other?
½ pica
11. Should a designer use an odd or even number of photos?
Odd number
12. What do you call an invisible line that runs horizontally across the spread?
Eyeline
13. The fifth elements placed on the spread are captions, and they are placed to the **outside** of the spread.
14. What are the sixth elements placed on the spread?
Folios