



ESCUELA SUPERIOR POLITÉCNICA DEL LITORAL

Diseño Gráfico II

Paralelo : Paralelo 1

EVALUACIÓN : Exam 1 Partial

Pregunta 1 (10.0 puntos)

Provide the correct definition that corresponds to the statements.

Respuesta:

- spatial zones
- margins
- format
- modula grids
- baseline grid

Pregunta 2 (10.0 puntos)

Respuesta:



row



rows

Pregunta 3 (10.0 puntos)

_____ is the jargon used to describe the main text.

Respuesta:



body



body copy



body text



copy

Pregunta 4 (10.0 puntos)

Is the deck an introduction to the article?

Respuesta:



Verdadero

Falso

Pregunta 5 (16.0 puntos)

Choose 3 design elements that makes your layout work, pop out and feel readable.

Respuesta:



weight



contrast

headlines



typography

gutter

margins

Pregunta 6 (10.0 puntos)

Grids are composed of [1] and [2] increments.

Respuesta:



vertical



horizontal



vertical



horizontal

Pregunta 7 (10.0 puntos)

Layout is a device used to divide space that guides the placement of elements on the page?

Respuesta:



Verdadero

Falso

Pregunta 8 (14.0 puntos)

Hierarchy is about choosing the correct typography for headlines and body?

Respuesta:

Verdadero



Falso

Pregunta 9 (10.0 puntos)

Name two fonts that I gave you in the 245 folder. These fonts are very useful and I have recommended many times that it should be used in your layouts.

Respuesta: