

Graphic Design 2 Exam / Second Partial

Name/Date:

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“As an ESPOL student, I am committed to fighting mediocrity and acting honestly; that's why I do not copy or let copy”

.....

“Student's commitment signature”.

1. What's final art? (10 pts)

2. A _____ is a set of characters, shapes or symbols that have a unified and digitized structure. _____ It is an online typography platform designed for graphic designers and web designers.

3. What's the recommended rich black to use in offset printing? Tip: “ we talked this with the printing manager”. Answer is what the manager said. (10 pts)

C= M= Y= K=

4. What color space you use with Mac? _____ (10 pts)

- a) SRGB
- b) CMYK
- c) ICC
- d) Adobe RGB

5. Write the letter that correspond to the correct meaning. (10 pts)

1. _____, 2. _____, 3. _____, 4. _____, 5. _____

| | |
|---------------------|---|
| a. Bleed | 1. the ability of an ink to "adhere" to the previously printed ink layer. |
| b. Work area | 2. is an option whereby an object is "overprinted" in front of other objects. |
| c. Trapping | 3. are those that allow to align text and graphic objects |
| d. Overprint | 4. Is the space used to expand the elements that will go to cut in the design. |
| e. Guides | 5. where you can visually design a document when you draw objects and then modify them. |

6. What's the difference between solid and process color? (10 pts)

7. What's does POP stands for? (10 pts)

8. In sustrates, greater than 300 gr is considered as _____ . (10 pts)

9. What's the perfect skin color with Percentages of a white person? (10 pts)

C= M= Y= K=

10. In Gestalt, _____ It is one of the most important phenomena in psychology and neuroscience? (10 pts)

- a. Language
- b. Linguistic
- c. Attention
- d. Selective perception