



ESCUELA SUPERIOR POLITÉCNICA DEL LITORAL

Diseño Gráfico II

Paralelo : Paralelo 1

EVALUACIÓN : Exam 2 Partial

Pregunta 1 (10.0 puntos)

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

- horizontal
- vertical
- vertical
- horizontal

Pregunta 2 (10.0 puntos)

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

- Verdadero
- Falso

Pregunta 3 (10.0 puntos)

You're using a body copy of 12/14 but your paragraph feels tight, words are very close to each other, plus there are some rivers. You need to fix the _____ in order to solve the problem.

- justification

Pregunta 4 (10.0 puntos)

Final art consists of:

- Digital material, prepared with quality, to be sent to pre press.
- Art that is in low resolution, ready to sent to printer.
- Artwork that is already finished, that doesn't need any retouching or intervention.
- Layouts without outlined typography, ready to be sent to pre press.

Pregunta 5 (10.0 puntos)

Pick all color modes that are used in Photoshop:

- Srgb
- RGB
- Adobe RGB 1998
- LAB

Pregunta 6 (10.0 puntos)

When we talk about substrates, we have different kinds of paper. For example:

when we talk about substrates, we have different kinds of paper. For example.

A paper greater than 300 gr is considered as boxboard?

- Verdadero
- Falso

Pregunta 7 (40.0 puntos)

Do a layout on 1 paper. Photo must have color correction. Export with and without guides pdf.

- Verdadero
- Falso