Graphic Design Solutions 6th edition Landa Test Bank

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TRUE/FALSE

1 : The figure/ground relationship is about positive and negative shape relationships.
A : true
B : false

Correct Answer : A

2 : The figure/ground relationship is about drawing the human figure on a surface.
A : true
B : false

Correct Answer : B

3 : The figure/ground relationship is a basic visual perception tenet.
A : true
B : false

Correct Answer : A

SHORT RESPONSE

4 : What are the formal elements of two-dimensional design and how do you use them?

Correct Answer : The formal elements of two-dimensional design are line, shape, color, and texture. A designer uses them to build images, patterns, letterforms, diagrams, animations, and design relationships to visually communicate the design concept.

5 : What is the significance of understanding the figure/ground relationship?

Correct Answer : Answers will vary but may include:A designer must always consider the ground as an integral part of the composition.The (back)ground actually takes shape—negative shapes.All positive and negative shapes should be considered active contributors to the impact of the composition.

6 : Which four design principles does HAUS represent?

Correct Answer : HAUS represents four essential design principles: hierarchy, alignment, unity, and space.

7 : Why is a visual hierarchy necessary?

Correct Answer : Answers will vary but may include:A designer employs a visual hierarchy to direct and order the communication.The designer directs the visual communication through the arrangement of all graphic elements according to emphasis.The designer considers what people should see first, which element is to be the primary focal point, second, third, and so on.

8 : Why do designers employ contrast?

Correct Answer : Answers will vary but may include:Employing contrast—differences in size, shape, color, texture—aids hierarchy.Designers want people to notice a difference among the

graphic elements (type and images).

9 : What is alignment and why is it important?

Correct Answer : The basic architecture of your composition is the alignment, how edges line up or elements orient, or how you arrange graphic elements into configurations. For a composition to hold together, graphic elements require structural visual connections to one another.

10 : How does a designer create unity?

Correct Answer : A designer unifies parts by repeating elements—colors, shapes, textures, patterns, typefaces, graphic elements, alignments (lining up edges and axes of type and images)—throughout a composition or work (multipage screens, pages, or frames).

11 : How can a designer create the illusion of space on a 2D surface?

Correct Answer : A designer can create the illusion of spatial depth by manipulating the formal elements and composition.

12 : What are the laws of perceptual organization?

Correct Answer : The laws of perceptual organization are similarity, proximity, continuity, closure, common fate, and continuing line.