Graphic Design 1

Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Hour \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Below are questions you will need to answer after reading each Chapter 1 and 2 from Go:A Kidd’s Guide to Graphic Design by Chip Kidd.

**Chapter 1: Form**

1.What is form?

2.With “big and small” what is ratio?

3.T F Scale refers to bigs being bigger and smalls are smaller.

4.T F Viewer of Graphic Art view from top to bottom.

5.Describe inversion in design.

6.T F We read from left to right.

7.T F In painting “on top” of is know as a “trick of the eye”.

8.What is juxtaposition? Describe an example of what that is.

9.T F Vertical and horizontal are the same.

10.What is DPI?

11.What is image cropping?

12.T F Pattern is the arrangement of repetition.

13.What is the difference between symmetrical and asymmetrical?

14.What does a circle represent in with the simplicity design?

15.Describe positive and negative space.

16.Do you have to show the product to create an ad? Why?

**Chapter 2- Typography**

17.What is the name of the font on pages 78-79 that feels like you? Who created the font?

18.Explain the history of the written word.

19.Name the type styles.

20.What does the pica measure and what is it divided into?