

PART TWO: THE MEDIA OF ART

Chapter 9: Graphic Design

Vocabulary

graphic design
logo
typography
serifs
typeface

Multiple Choice Questions

1. The work *Absolute Power* is typical of the designer:
(a) Maurice Sendak
(b) Chaz Maviyane-Davies
(c) Milton Glaser
(d) Bill Mayer
Answer: (b)
Page Ref: 153
2. The art of composing printed material from letterforms is called:
(a) calligraphy
(b) script
(c) printing
(d) typography
Answer: (d)
Page Ref: 150
3. An illustration is commonly used alongside:
(a) painting
(b) written material
(c) an exhibition
(d) a poster
Answer: (b)
Page Ref: 149
4. The goal of graphic design is to:
(a) instruct through words
(b) brainwash
(c) get us to do something
(d) create imagery
Answer: (c)
Page Ref: 149
5. An identifying mark or trademark is referred to as a(n) _____.
(a) logo
(b) icon
(c) mark
(d) typo
Answer: (a)
Page Ref: 149
6. The short lines or feet at the base of type are called _____.
(a) serifs
(b) strokes

(c) san serif
(d) forms
Answer: (a)
Page Ref: 150

7. Non-Italic typesetting is known as _____ type.
(a) Latin
(b) Italianate
(c) san serif
(d) Roman
Answer: (d)
Page Ref: 150

8. A(n) _____ is a picture or decoration created to enhance displayed written material.
(a) image
(b) illustration
(c) typography
(d) poster
Answer: (d)
Page Ref: 151

Short Answer Questions

9. What is the difference between a logo and a symbol? Give examples for each one.
10. What typeface style does the book *Artforms* use?
11. Discuss how graphic design comes closest to meeting us in our daily lives.
12. Identify the tools of the graphic designer.
13. What kinds of typefaces are based on medieval manuscripts?
14. Identify the technique of composing printed material from letterforms.

Essay Questions

15. Discuss the various disciplines in the design field. What do designers do? Are they really necessary? Why?
16. Product recognition is associated with good logo design. Citing examples defend this statement.
17. What is typography? Discuss the history of typography and how it is used. Name and describe the various types of design. In what way are they all related?
18. What is the difference between serif and sans serif type? How has type evolved over time? Why might one choose one variety of type over another?
19. The poster has been a popular means of expression for over one hundred years. Citing examples, discuss the importance of posters in alerting people to important issues, citing examples from the chapter.
20. Discuss how motion graphics have influenced how we view websites, television commercials and music videos.
21. Using examples from the chapter, identify how product designers are creating greener products.