Print Layout Design Unit Pre-test KEY

Please answer the following questions to the best of your ability. The questions include T / F, multiple choice, fill in the blank, short answer, and matching.

1. The combination of both writing and layout and design is known as **Print Layout Design**

2. T/F Effective communication with print depends on the quality of both writing and layout and design. **TRUE**

3. List three things to consider when designing a layout.
   1. **Audience, Purpose**
   2. **Budget, Usability**
   3. **Appearance**

4. Match the element of print layout design to its definition.

   1. **Nameplate**
      a) Used to mark the end of a story
   2. **Leading**
      b) Identifies each article in the document and attracts the attention of the reader
   3. **Kerning**
      c) Includes graphs, charts, tables, illustrations, or photos
   4. **Headline**
      d) A quotation or excerpt from the article that is typically placed in a larger or distinctive typeface on the same page
   5. **Deck**
      e) The space between letters
   6. **Byline**
      f) The banner on the first page
   7. **Graphic**
      g) The space above and below the lines of text
   8. **Caption**
      h) One or more lines of text found between the headline and the body of the article
   9. **Margins**
      i) Helps to make the graphic meaningful to the reader
   10. **Pull Quote**
       j) Bulk of the layout design
   11. **End Sign**
       k) Name of the person who wrote the article
   12. **Body Copy**
       l) Space around the outside of the page and around graphic elements

5. T/F A photo caption should include the five W’s and H in a short sentence or two describing a photo or illustration. **TRUE**