Print Layout Design Unit Post-test KEY

Please answer the following questions to the best or 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. _f_ Nameplate
   2. _g_ Leading
   3. _e_ Kerning
   4. _b_ Headline
   5. _h_ Deck
   6. _k_ Byline
   7. _c_ Graphic
   8. _i_ Caption
   9. _l_ Margins
   10. _d_ Pull Quote
   11. _a_ End Sign
   12. _j_ Body Copy

      a) Used to mark the end of a story
      b) Identifies each article in the document and attracts the attention of the reader
      c) Includes graphs, charts, tables, illustrations, or photos
      d) A quotation or excerpt from the article that is typically placed in a larger or distinctive typeface
      e) The space between letters
      f) The banner on the first page
      g) The space above and below the lines of text
      h) One or more lines of text found between the headline and the body of the article
      i) Helps to make the graphic meaningful to the reader
      j) Bulk of the layout design
      k) Name of the person who wrote the article
      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**