

BUSINESS DESIGN MADE SIMPLE

REVIEW QUESTIONS

BRAND

Check on your learning:

1. The most common misconception of a brand is that it's the _____ of a company.
2. Customer service is one of the _____ components of a business's brand.
3. Brand creates _____ between your company and the competitors.
4. Brand _____ is the tangible expression of your brand.
5. The goal of brand activation is to create a _____ between the consumer and the brand.

Answers: 1 Logo; 2 Key; 3 Differentiation; 4 Identity; 5 Connection.

COLORS

Check on your learning:

1. _____ is the study of how colors affect perceptions and behaviors.
2. Color is one of the first things seen by the brain. T/F
3. It's a mistake to use a color because it's your _____.
4. What is the color build used for printing?
5. RGB is used for _____.

Answer: 1. Psychology of color; 2. T; 3. Favorite; 4. CMYK; 5. Digital or web.

FONTS

Check on your learning:

1. What is the maximum number of typefaces that should be used?
2. What is important to consider when selecting font?
3. In brand, typefaces depict _____.
4. When you mix and match fonts, be sure that they _____ one another.
5. _____ allows you to use fonts for commercial use.

Answers: 1. Three; 2. Legibility; 3. Style; 4. Complement; 5. Commercial license.

COMPOSITION

Check on your learning:

1. White space is created by allowing space between images and text on a white layout. T/F
2. Alignment of heading, image, and body copy allows the layout to be _____.
3. You need to think about where an ad is _____ to determine how much text and what type of imagery to use.
4. If your ad is on a digital billboard, find out how _____ it will appear on the screen before it's changed out.
5. Using an image to lead the _____ across a page is using direction.

ANSWERS: 1. F (the layout doesn't need to be white); 2. Organized; 3. Placed; 4. Long; 5. Eyes.

PHOTOGRAPHY

Check on your learning:

1. Any photo selected as long as it's well-lit can be adequate. T/F
2. Avoid _____ that appear behind the subject's head.
3. Using the direction (of eyes or body) is a way to help _____ the message.
4. You can enlarge an image and then _____ it to provide a more interesting depiction of the subject matter.
5. Don't be afraid to manipulate an _____ or graphic to meet your vision.

ANSWERS: 1. F (image should communicate your message); 2. Plants or poles; 3. Emphasize; 4. Crop; 5. Image.

PRINTER SPEAK

Check on your learning:

1. What does 4/0 mean?
2. A bleed specifies the _____ coverage.
3. The size of the booklet when it's open is known as the _____.
4. Booklets require _____ to be in multiples of 4s.
5. The type of stock is also named for _____.

ANSWERS: 1. 4-colors printed on one side; 2. Ink; 3. Spread; 4. Pages; 5. Paper.

