**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
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.