

Commercial & Digital Art

Course #8718010

Year One & Two

Winter 2021 Final Exam

84 Questions (1/2 pt each. 42 points total)

+ 3 Practical Parts (58 points total)

Just pour it directly
into your face.



COMMERCIAL ARTS INDUSTRY

1. ANY ARTWORK ASSOCIATED WITH COMMERCE OR PROMOTION

- A. What Commercial Artists Do
- B. What Commercial Art Is
- C. Viral Advertising
- D. Layouts

2. THE VISUAL PART IN COMMUNICATING A MESSAGE

- A. What Commercial Artists Create
- B. Photoshop
- C. What Commercial Art Is
- D. Design Process

3. INSTEAD OF WORKING FOR YOURSELF, THIS TITLE IS ASSIGNED TO AN ARTIST WHEN THEY'RE A DEPARTMENT WITHIN A BUSINESS OR COMPANY:

- A. Freelancer
- B. Corporate work
- C. Sales
- D. On-staff designer

4. IT'S BENEFICIAL FOR A COMMERCIAL ARTIST TO HAVE A GENERAL WORKING KNOWLEDGE OF:

- A. Intricate freehand drawing
- B. Fine Arts
- C. Painting
- D. Finance

5. WORKING FOR YOURSELF AND GENERATING JOBS THROUGH WORD OF MOUTH AND ADS IS KNOWN AS

- A. Freelancer
- B. Corporate work
- C. Sales
- D. On-staff designer

6. COMMERCIAL ARTISTS USE A VARIETY OF TOOLS TO CREATE THEIR WORK. THESE TOOLS ARE KNOWN AS?

- A. Mediums
- B. Computers only
- C. Digital Art
- D. Paints

7. THE "DESIGN PROCESS" REFERS TO WHAT?

- A. Steps To Learn To Use Industry Software
- B. Industry Standard Software
- C. Art / Design - From Idea to Completion
- D. When A Project Is Paid For

8. THUMBNAIL SKETCHES SHOULD SHOW A RANGE OF LIGHTS AND DARKS, OTHERWISE KNOWN AS

- A. Hues
- B. Ranges
- C. Borders
- D. Values

9. THUMBNAIL SKETCHES SHOULD TAKE AROUND _____ TO COMPLETE

- A. 2 - 3 Minutes
- B. 10-15 Minute
- C. 30 seconds
- D. 10 Seconds

10. ON A ROUGH OR IN THUMBNAILS, TEXT CAN BE REPRESENTED BY USING

- A. Text
- B. Greeking
- C. An X
- D. Characters

11. BEFORE YOU START A PROJECT, YOU GATHER AS MUCH INFORMATION AS POSSIBLE. THIS IS?

- A. Post-Production
- B. Production
- C. Pre-Production
- D. Design Process

12. AFTER YOU FINISH A PROJECT, YOU PREPARE THE PROJECT FOR COMPLETION. THIS IS?

- A. Post-Production
- B. Production
- C. Pre-Production
- D. Design Process

13. THE ACTUAL CREATION OF AND WORK ON A PROJECT. THIS IS?

- A. Post-Production
- B. Production
- C. Pre-Production
- D. Design Process

GRAPHIC IMAGE FILE TYPES

14. VECTOR BASED IMAGES...

- A. Are native to Photoshop
- B. Use many little blocks to create an image
- C. Are precisely rendered lines
- D. Are black and white only

15. RASTER BASED IMAGES...

- A. Are native to Photoshop
- B. Use many little blocks to create an image
- C. Are precisely rendered lines
- D. Are black and white only

16. RASTER BASED IMAGES CAN ALSO BE REFERRED TO AS

- A. Rendered Lines
- B. Block Outlines
- C. Bitmaps
- D. Vector Images

17. THIS FILE FORMAT PRESERVES YOUR LAYERS, LAYER STYLES AND EFFECTS

- A. TIF
- B. PSD
- C. GIF
- D. JPEG

18. THIS FILE FORMAT IS USED MOST OFTEN FOR NON-ANIMATED IMAGES ON THE WEB

- A. TIF
- B. AI
- C. GIF
- D. JPEG

19. THIS FILE FORMAT TYPE IS MOST OFTEN USED FOR VECTOR FILES

- A. TIF
- B. AI
- C. GIF
- D. JPEG

20. IN PHOTOSHOP, LIKE TEXT, CUSTOM SHAPE TOOL IMAGES ARE IN WHAT FILE FORMAT?

- A. A Bitmap (or Raster)
- B. Vector
- C. A Layer
- D. Rasterized

21. "RASTERIZING A SHAPE" IN PHOTOSHOP MEANS YOU ARE...

- A. Changing it from a positive to a negative image
- B. Merging all of your layers together
- C. Converting precision rendered images to block based images
- D. Resizing it

PHOTOSHOP

22. EDITING SEPERATE IMAGES, ELEMENTS AND TEXT IN PHOTOSHOP IS DONE WITH

- A. Photos
- B. Choosers
- C. Layers
- D. Scanning

23. IN PHOTOSHOP, THIS TOOL LETS YOU MAKE RECTANGLE & ELIPSE (CIRCLE) SHAPES

- A. Marquee
- B. Oval
- C. Freehand trace
- D. Magic Wand

24. THE QUALITY OF AN IMAGE IN PHOTOSHOP IS DETERMINED BY ITS

- A. Quality
- B. Selection
- C. JPEG
- D. Resolution

25. THE TERM "Edit – Transform – Scale" IS USED TO DESCRIBE WHAT IN PHOTOSHOP?

- A. Pasting something
- B. Rotating something
- C. Resizing something
- D. Zooming in or out on an image

26. IN PHOTOSHOP, TO TURN A LAYER "ON" OR "OFF" IN THE LAYER MENU, YOU DO WHAT?

- A. Delete
- B. Click the eyeball
- C. Changes The Layer Color
- D. Delete the file

27. IN PHOTOSHOP, THESE TOOLS LET YOU EDIT & FORMAT A FONTS SIZE, SHAPE & POSITION?

- A. Character Palette
- B. Layers
- C. Changes The Layer Color
- D. Delete the file

28. IN PHOTOSHOP, WHERE WOULD YOU LOOK TO SHOW YOUR LAYERS IF THEY WEREN'T SHOWING?

- A. Window
- B. Edit
- C. View
- D. Layer

29. IN PHOTOSHOP, THIS SET OF TOOLS LET YOU ADJUST AN IMAGES BLACKS, WHITES AND CONTRAST

- A. Levels & Curves
- B. Layers
- C. Resolution
- D. Images

30. PHOTOSHOP TOOLS – THIS TOOL LETS ME FILL IN AN IMAGE OR OBJECT WITH A COLOR I CHOOSE - ALSO CREATES A BLENDED COLOR EFFECT

- A. Foreground & Background Color
- B. Pencil / Paintbrush Tool
- C. Pen Tool
- D. Paint Bucket & Gradient

31. PHOTOSHOP TOOLS – THIS TOOL CHOOSES ANY COLOR YOU LIKE

- A. Paint Bucket
- B. Picker / Dropper
- C. Foreground & Background Color
- D. Paintbrush Tool

32. PHOTOSHOP TOOLS – THIS IS THE COLOR YOUR PAINT BUCKET OR BRUSH USES

- A. Foreground Color
- B. Picker / Dropper
- C. Background Color
- D. Paintbrush Tool

33. PHOTOSHOP TOOLS – THIS IS THE COLOR OF YOUR CANVAS ITSELF

- A. Foreground Color
- B. Picker / Dropper
- C. Background Color
- D. Paintbrush Tool

34. PHOTOSHOP TOOLS – THIS TOOL LETS YOU POSITION TEXT AND IMAGES

- A. Canvas
- B. Direct Selection Tool
- C. Magnifier
- D. Move Tool

35. PHOTOSHOP TOOLS – THIS TOOL LETS YOU FREEHAND SELECT SPECIFIC PARTS OF AN IMAGE

- A. Magic Wand
- B. Lasso Tool
- C. Marquee Tool
- D. Move Tool

36. PHOTOSHOP TOOLS – THIS TOOL SELECTS AN ALMOST PERFECT PORTION OF AN IMAGE

- A. Magic Wand
- B. Lasso Tool
- C. Marquee Tool
- D. Move Tool

37. PHOTOSHOP TOOLS – THESE TWO TOOLS IN ONE ARE 1) A FINE ARTISTS FAVORITE TOOL 2) ALSO LETS YOU DRAW

- A. Smudge / Dodge Tools
- B. Paintbrush / Pencil Tools
- C. Paint Bucket / Gradient Tools
- D. Patch Tool / Healing Brush

38. PHOTOSHOP TOOLS – THIS TOOL LETS YOU RESIZE THE CANVAS OR AN IMAGE INTO SMALLER PORTIONS

- A. Patch Tool
- B. Crop Tool
- C. Background Color
- D. Eraser Tool

39. PHOTOSHOP TOOLS – THIS TOOL ALLOWS YOU TO PUT PRINT ON THE PAGE

- A. Print Icon
- B. Lasso Tool
- C. Marquee Tool
- D. Text Tool

40. PHOTOSHOP TOOLS – THIS CUSTOMIZABLE TOOL LETS YOU GET RID OF PORTIONS OF A PICTURE

- A. Patch Tool
- B. Crop Tool
- C. Background Color
- D. Eraser Tool

LOGOS

41. A GRAPHIC REPRESENTATION OF A COMPANIES IDENTITY. I AM ?

- A. A Poster
- B. A Viral video
- C. A Billboard
- D. A Logo

42. A TRADEMARK SYMBOL IS A LOGO THAT USES _____ IN ITS DESIGN?

- A. Uses Text
- B. Uses Symbol & Text
- C. Uses a symbol
- D. Uses a cartoon or digital illustration

43. A TRADEMARK LOGO IS A LOGO THAT USES _____ IN ITS DESIGN?

- A. Uses Text
- B. Uses Symbol & Text
- C. Uses a symbol
- D. Uses a cartoon or digital illustration

44. A TRADEMARK LOGOTYPE IS A LOGO THAT USES _____ IN ITS DESIGN?

- A. Uses Text
- B. Uses Symbol & Text
- C. Uses a symbol
- D. Uses a cartoon or digital illustration

45. A TRADEMARK CHARACTER WILL USUALLY BE REPRESENTED BY:

- A. Text
- B. Symbol & Text
- C. Symbol
- D. A cartoon or digital illustration

46. DESIGNING THE LOOK OF A PRODUCT VIA COLORS, LOGO DESIGN AND ADVERTISING:

- A. Graphic Design
- B. Viral video
- C. Branding
- D. Marketing

47. THE AREA AROUND AND BETWEEN LETTERS OR TEXT:

- A. Negative Space
- B. Branding
- C. Values
- D. Marketing

48. TO USE A FOUND IMAGE OR DESIGN IN YOUR OWN WORK, YOU WILL NEED TO DO WHAT TO IT?

- A. Change it a certain percentage or license it
- B. Change the color only
- C. Simplify it
- D. Rasterize it

49. A GOOD LOGO SHOULD:

- A. Attract attention
- B. Use minimal to no text
- C. Utilize a phone # or web site
- D. Appeal to the artist

50. WHEN YOU CAN IDENTIFY A BRAND BY IT'S LOGO, COLOR OR SYMBOL.

- A. Modifying
- B. Association
- C. Marketing
- D. Branding

51. MARKETING INFORMATION REFERING TO A PERSONS AGE, SEX, INCOME, RACE.

- A. Customers
- B. Demographics
- C. Advertising
- D. Custom Graphics

Adobe Illustrator



52. THIS IS THE NATIVE FILE FORMAT USED BY ADOBE ILLUSTRATOR

- A. .GIF
- B. Vector
- C. AI
- D. Bitmap

53. A VECTOR STYLE FORMAT IS BEST DESCRIBED AS

- A. Used exclusively online
- B. Uses sharp geometric lines to create its image
- C. Uses small blocks of color to create an image
- D. Uses cyan, magenta, yellow and black

54. A RASTER (OR BITMAP) STYLE FORMAT IS BEST DESCRIBED AS

- A. Used exclusively online
- B. Uses sharp geometric lines to create its image
- C. Uses small blocks of color to create an image
- D. Uses cyan, magenta, yellow and black

55. IN ILLUSTRATOR THIS LETS YOU MARK THE BEGINNING AND ENDS OF A PATH

- A. Pen tool
- B. Vector image
- C. Vector format
- D. Anchor point

56. ANY LINE OR SHAPE THAT YOU DRAW WITH THE DRAWING TOOLS.

- A. Anchor point
- B. Path
- C. Styles and sizes of text
- D. None of these

57. THE TERM SCALEABLE REFERS TO WHAT?

- A. An images size
- B. The size of a font
- C. Black and white images
- D. Images which can be resized without quality loss

58. ADOBE ILLUSTRATOR IS USED SPECIFICALLY FOR CREATING

- A. Text and logo artwork
- B. Creating simple animations
- C. Detailed photographic effects
- D. Creating web sites

59. WHICH TOOL GETS USED TO CREATE SHAPES AND TRACE THE OUTLINE OF IMAGES?

- A. Anchor points
- B. Masking tool
- C. Pen tool
- D. Pencils

60. SAY YOU HAVE A PATH CREATED IN ILLUSTRATOR THAT YOU WANT TO BEND. YOU SHOULD USE?

- A. Vectors
- B. Handles
- C. Anchors
- D. Pen tool

62. ON YOUR COLOR SWATCHES PALLET, A WHITE BOX WITH A RED LINE THROUGH IT MEANS

- A. No color
- B. Black only
- C. White only
- D. Full color

63. THE PATHFINDER TOOL DOES WHAT IN ADOBE ILLUSTRATOR?

- A. Creates paths only
- B. Unites / Intersects / Divide / Trim / Merge
- C. Combines many objects into one object
- D. Inserts anchor points into paths

64. THE SHAPE BUILDER TOOL DOES WHAT IN ADOBE ILLUSTRATOR?

- A. Creates paths only
- B. Unites / Intersects / Divide / Trim / Merge
- C. Combines many objects into one object
- D. Inserts anchor points into paths

BILLBOARDS

65. ALL BILLBOARD ADVERTISING IS REFERRED TO AS?

- A. Demographics
- B. Outdoor
- C. Media
- D. Secondary

66. HOW MANY LINES OF TEXT ARE RECOMMENDED FOR A BILLBOARD?

- A. No more than three
- B. No less than four
- C. No more than two
- D. More than four

67. AGE, SEX OR RACE WHICH DETERMINES WHERE TO PLACE A BILLBOARD IS CALLED?

- A. A specialty billboard
- B. A geographic
- C. A poster panel
- D. A demographic

68. EVERY TIME A PERSON VIEWS A BILLBOARD IT IS REFERRED TO AS

- A. A style
- B. An impression
- C. A point of purchase
- D. A demographic

69. THE NORMAL AMOUNT OF TIME A PASSENGER IN A MOVING CAR HAS TO READ AND COMPREHEND A BILLBOARDS MESSAGE IS:

- A. 1 minute
- B. 1 second
- C. 3 to 5 seconds
- D. 2 to 4 minutes

70. A DESIGN TRAIT THAT STATES A LARGER TO SMALLER ARRANGEMENT OF VISUALS OR TEXT IS EASIER TO READ AND PLEASING TO THE EYE

- A. Demographically
- B. Specifically
- C. Geographically
- D. Hierarchy

71. WHICH OF THESE FONTS USED ON A BILLBOARD WOULD BE MOST LEGIBLE?

- A. *This One*
- B. *This One*
- C. This one
- D. **This One**

72. WHEN DOING A MOCK-UP OF A BILLBOARD THIS PERSPECTIVE IS OFTEN USED TO MIMIC REAL CONDITIONS.

- A. Specialty
- B. Poster panel
- C. Isometric
- D. A Transit

73. IS THE MOST IMPORTANT ASPECT OF YOUR BILLBOARD

- A. A Headline
- B. The Color
- C. The Web-site
- D. The Artwork

74. THE PART OF A BILLBOARD WHICH CAN PROTRUDE OFF THE EDGE OF THE LIVE AREA

- A. Outdoor
- B. An extension
- C. A demographic
- D. A spectacular

75. I'M LARGE, USE 3-D FIBERGLASS PARTS, CONTAIN NEON LIGHTS AND ATTRACT ALOT OF ATTENTION. WHAT STYLE OF BILLBOARD AM I?

- A. A specialty
- B. A poster panel
- C. A Spectacular
- D. A Transit

76. WHICH COLOR COMBINATION CREATES THE BEST CONTRAST FOR EASIEST READING?

- A. Color Combination
- B. Color Combination
- C. Color Combination
- D. Color Combination

77. THIS STYLE OF ADVERTISING INVOLVES THE VIEWER IN A UNIQUE OR LIVE EXPERIENCE.

- A. Outdoor
- B. Guerilla Marketing
- C. Demographics Marketing
- D. Transit

IDENTIFY THE KIND OF LOGO (Hint: there are four distinct kinds)

78.



79.



80.



81.



82.



83.



84.



PRACTICAL PORTION

PRACTICAL #1 – Logo Design – 20 Points

Students are to perform the following tasks **using Adobe Illustrator**.

- Create three thumbnail sketches of a Trademark Logo for the following business.
A used CD and DVD store called **Replayed** Music and Movies
- Indicate your choice of favorite thumbnail on your answer sheet.
- Using Adobe Illustrator, create the logo.
- It shouldn't be larger than 7" x 7"
- Save your .AI file. Upload it to Focus and label it as **MY NAME – Practical 1**

Grading Rubric

Points will be given for successful inclusion of each completed task:

1. Correct size
2. Pays attention to specifics of what was asked for in the design
3. Saved correctly

PRACTICAL #2 – Logo Animated GIF – 18 Points

Students are to perform the following tasks **using Adobe Photoshop**.

- Create an animated version of your logo. 300 dpi resolution.
- Using a minimum of 8 frames of animation
- Using the Animation tools, choose the "Forever" Option for play and make the time between frames 0.1 seconds, except for the last frame which should be left at 5 seconds.
- Crop your file accordingly. Export your file for web and choose the .gif file format option. It should load in under 60 seconds. If it doesn't, lower your file size resolution until it does.
- Upload your animated .GIF to Focus and label it as **MY NAME – Practical 2**

Grading Rubric

Points will be given for successful inclusion of each completed task:

1. Your logo is used.
2. A minimum of 8 frames are used in your animation.
3. The timing is correct and the saved for web .gif file plays.
4. Students skill in making the animation smooth and readable
Poor animation will weigh into the grade. This means it jumps, does not play, loops odd, not to specification of what was asked for
5. The final is saved in the correct file format, is cropped and saved to the correct location.

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PRACTICAL #3 – Adobe Illustrator – 20 Points

Students are to perform the following tasks **using Adobe Illustrator**.

If Your last name starts with A – M, find the image [located here](#). Copy and paste it into an 8 1/2" x 11" artboard in Adobe Illustrator.

If your last name starts with N – Z, find the [image located here](#). Copy and past it into an 8 1/2" x 11" artboard in Adobe Illustrator

- Use whatever tools necessary to create a vector version of this image.
- Match and use as many colors as you can.
- Export as a .AI file and upload to Focus. **Label it as MY NAME – Practical 3**

Grading Rubric

Points will be given for successful inclusion of each completed task:

1. Correct size
2. Pays attention to specifics of what was asked for in the design
3. How close to the image does your artwork come.



I hope you learned something worthwhile.
I thank you for taking commercial arts and
digital design!

*"Our species needs, and
deserves, a citizenry with
minds wide awake and a basic
understanding of how the
world works."*

— Carl Sagan

