

6.5 CREATE A QUIZ

DIRECTIONS: Part of taking a course in design, whether self-paced or guided by a formal instructor, is taking quizzes. As Tim Harrower says in chapter 6, "Quizzes...are a kind of game. They're a way for readers to participate in a story..." So, now's your chance to participate in the story. Write and design a quiz over the material covered on newspaper design so far. It can be any form of test, short-answer, multiple-choice, self-appraisal, fill-in-the-blank or some other kind of quiz that you imagine. Include the answers and don't forget the fundamentals of good design and typography. A sample is included below.

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| <p>1. In typography, the number of points in an inch.</p> <p>a) 6
b) 12
c) 72
d) 300</p> | <p>5. Type that is printed white on a black background is called...</p> <p>a) serif
b) reversed
c) tinted
d) sans serif</p> | <p>9. A refer is...</p> <p>a) a label used for packaging.
b) the writer's name.
c) a summary of the story.
d) a brief reference to a related story.</p> |
| <p>2. A style of design with stories treated as discrete rectangular units.</p> <p>a) grid
b) modular
c) grunge
d) white space</p> | <p>6. In redesigning a paper, the first step is...</p> <p>a) Promotion
b) Building of prototypes
c) Gathering of examples
d) Evaluation of your paper</p> | <p>10. The name of a newspaper as it's displayed on Page One is also called...</p> <p>a) the masthead.
b) a headline.
c) a flag.
d) a moire.</p> |
| <p>3. Which would be the least appropriate point size for body copy type in an average newspaper?</p> <p>a) 9
b) 10
c) 12
d) 14</p> | <p>7. A four-color mix of C100, M100, Y0, K0 will result in</p> <p>a) red
b) orange
c) blue
d) green</p> | |
| <p>4. A headline that is coded as 3-30-1 is dummied to run in how many columns?</p> <p>a) 3
b) 30
c) 1
d) none of the above</p> | <p>8. As a general rule, every face in a photo should be the size of...</p> <p>a) a dime
b) a square pica
c) 5 picas wide
d) one-half of a column</p> | |

1. (c) 2. (b) 3. (d) 4. (a) 5. (b) 6. (d)
7. (c) 8. (a) 9. (d) 10. (c)

ANSWERS