

Unit 10

True/False

Indicate whether the statement is true or false.

- _____ 1. A page that is 11 inches in length is the same as saying it is 66 picas.
- _____ 2. In symmetrical balance, the elements on either side of the imaginary axis are not equal or mirrored, but they carry the same visual weight, and, therefore, the overall visual effect is balance.
- _____ 3. There are two types of balance: symmetrical and asymmetrical.
- _____ 4. Just as the rule of thirds creates a focal point in a photograph, it can establish emphasis in a layout design.
- _____ 5. Trapped white space is white space that is surrounded on all sides by text or graphics.
- _____ 6. When you create a new file based on a design template, the new document opens with the paragraph styles, character styles, color schemes, and master pages associated with the design.
- _____ 7. In a layout, rows are a division of the space within the margins on a page, separated evenly by the gutters.
- _____ 8. Grids can speed up the design and layout process by removing at least some guesswork and trial and error.
- _____ 9. The appropriate number of columns for a design will depend on the size of the page and the complexity of the design.
- _____ 10. When creating files for print publication, you will most likely generate PDFs directly from within your layout program.
- _____ 11. PDFs can only be created from a few specialized applications.
- _____ 12. PDFs are essential tools for collaborating and sharing information and can be deployed for Web publishing as well.

Multiple Choice

Identify the choice that best completes the statement or answers the question.

- _____ 1. The arrangement on a page of all the key elements without regard to the specific content is the _____.
 - a. layout
 - b. master page
 - c. orientation
 - d. template
- _____ 2. A printer's measurement equal to 1/6 of an inch is a _____.
 - a. point
 - b. pica
 - c. half inch
 - d. pixel

