Unit 9

True/False
Indicate whether the statement is true or false.

_____   1. An image produced and sold by a professional for use by the general public is a stock photo.

_____   2. The larger the size of a stock photo, the lower the price.

_____   3. When scanning an image, consider using a higher resolution for images you intend to enlarge beyond their original size.

_____   4. A picture or drawing created by someone with the intention that the artwork will be used by others is called clip art.

_____   5. Rights-managed licenses are less detailed than royalty-free licenses.

_____   6. The resolution of an image adjusts as the document size of the image changes.

_____   7. Upsampling is a decrease in pixels in an image.

_____   8. Native raster files are lossless, like jpegs.

_____   9. When a graphic is linked, a low-resolution preview of the image appears in the layout.

_____   10. Floating graphics are independent of text.

_____   11. The space separating an image from text in text wrapping is called white space.

_____   12. A feature that controls how text flows around a graphic or other object in a layout is called text wrapping.

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

_____   1. Stock photo Web sites embed keyword _____ to identify the subject matter in an image and match it to user searches.
   a.   metadata   c.   phrases
   b.   searches   d.   lines

_____   2. A pale image or text embedded in a stock photo to discourage unauthorized use is called a(n) _____.
   a.   blueprint   c.   image mark
   b.   watermark   d.   copymark

_____ 3. A good use of a screen capture is
   a. to create a logo.
   b. to replace images when you can't afford the original.
   c. a tutorial for a software application.
   d. to avoid copyright issues.

_____ 4. Scanners are not the best way to create all digital images; however, they are useful for scanning _____.
   a. vintage family photos   c. stock photos
   b. logos   d. small photos

_____ 5. _____ clip art files are not fully scalable without compromising image quality
   a. Stock photo   c. Raster
   b. Vector   d. Purchased

_____ 6. A type of licensing agreement in which the buyer buyer pays a one-time fee to use the image for an unlimited number of products and for an unlimited length of time without paying any additional fees for each additional use is _____ licensing.
   a. royalty-free   c. unlimited
   b. rights managed   d. cost

_____ 7. A type of licensing agreement that gives a buyer permission for a specific, limited use of a copyrighted image is called a _____ license.
   a. royalty-free   c. copyright free
   b. rights managed   d. managed copyright

_____ 8. Images for print products should have a resolution of _____ ppi.
   a. 72   c. 300
   b. 200   d. 333

_____ 9. Two of the most common raster file types are
   a. native file formats and JPG.   c. native file formats and TIFF.
   b. TIFF and GIF.   d. JPG and PSD.

_____ 10. The most widely used file format for vector graphics in print publishing is _____.
   a. JPG   c. native file format
   b. TIFF   d. EPS

_____ 11. When a graphic is _____ in a layout, all of the associated image information is incorporated into the layout file.
   a. linked   c. placed
   b. embedded   d. inline

_____ 12. _____ graphics move with the text in a document.
   a. Embedded   c. Inline
   b. Linked   d. Floating

Short Answer

1. Discuss the advantages to resizing raster files in raster editing software rather than the layout program.