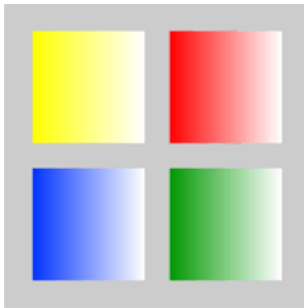


## FUNDAMENTAL OF DIGITAL MEDIA DESIGN [ Quiz 1 ]

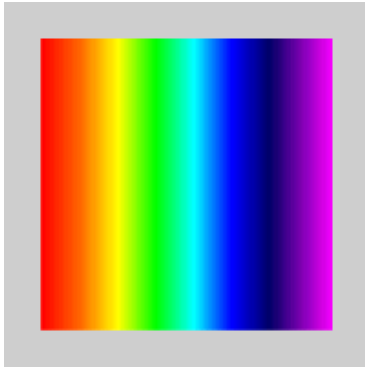
Answer all questions.

1. A ..... is a color that is mixed with white.



- a. shade  
b. tint  
c. tone  
d. hue
2. Define TYPOGRAPHY.
- a. The art and technique of designing with type.  
b. The use of a typewriter.  
c. The quality of type.  
d. The original text of an author's work.
3. VECTOR graphics are based on \_\_\_\_\_.
- a. Photographs  
b. Color depth  
c. Resolution  
d. Mathematical equations
4. Computers reproduce photos by breaking the image up into small squares called?
- a. Bytes  
b. Picas  
c. Pixels  
d. Bits

5. The colors of the rainbow are also known as the \_\_\_\_\_ ?



- a. prism
- b. sunlight
- c. waves
- d. spectrum

6. What case is the following text: WEDDING BELL BLUES

- a. Title Case
- b. Sentence case
- c. Lower case
- d. Upper case

7. What type of balance is: (formal) elements are equally distributed on either side of a central vertical axis; one side duplicates or mirrors the other side; which suggests stability

- a. Radial
- b. Asymmetrical
- c. Symmetrical
- d. Intrametrical

8. A GIF image uses a limited color palette and is best used for

- a. Printing photographs
- b. Halftones
- c. Simple shapes and cartoon-like images
- d. Grayscale

9. A JPEG image is a "lossy" format, which means that \_\_\_\_\_

- a. The number of pixels in the image can be increased without loss of quality.
- b. The quality of the image will remain the same every time it is saved.
- c. The image is compressed each time it is saved and could degrade.