Beginning & End-of-Term Exam

MATCH THE YEARBOOK TERMINOLOGY TO ITS DEFINITION

1. <u>D</u>	_ Serves as an entry poi	nt into the feature story			A. Primary neadline
2. A	Large, catchy words, often enhanced by graphics				B. Eyeline
3. <u>E</u>	_ A mini design of photos and text				C. Folio/folio tab
4. <u>B</u>	_ A strip of white space that spans two pages to visually link them				D. Drop cap
5. <u>C</u>	_ Indicates the page nur	mber and content			E. Content module
6. <u>C</u>	_ Eight pages on one sid		A. Infographic		
7. <u>E</u>	_ Typically short stories or groups of facts, figures or opinions presented in a broad B. Spread range of design formats.				
8. <u>A</u>	_ Presents facts and figu		C. Multiple		
9. <u>B</u>	_ Two facing pages in a yearbook			D. Signature	
10. <u>D</u>	_ A grouping of pages p mini-booklet	rinted on the same press	sheet and folded into a 1	6-page	E. Quick read
MULT	IPLE CHOICE				
11 . Ther	re are D type(s) of te	ext alignment.			
	A. 1	B. 2	C . 3	D. 4	
12. Aligr	nment is important beca	ause <u>D</u> :			
	A. It creates clean designs. B. It creates relationships between objects.				
	C. It guides the read	der.	D. All of the above		
13. Dom	ninant elements are usua	ally at leastB times la	arger than all other eleme	nts.	
	A . 1	B. 2	C . 3	D. 4	
14. The	largest element on a sp	read is called a	_;		
	A. Dominant area	B. CVI	C. Focal point	D. All of the	he above
15. Dom	ninant elements should l	be placed on a spread ne	ear B:		





C. The gutter

C. Shape

D. Each other

D. All of the above

A. The edge B. The center

B. Size

16. Photos should vary in ____:

A. Content

17.	Dominant images create vis	ual <u>A</u> :			
	A. Hierarchy	B. Chaos	C. Blandness	D. Clutter	
18.	A photograph taken from al	pove the subject is called	B:		
	A. Framing	B. Bird's-eye view	C. Selective focus	D. Worm's-eye view	
19.	C is a photo c	omposition technique tha	t places the main subject	off-center to allow for more visual	
	movement within the photo.				
	A. Framing	B. Leading lines	C. Rule of Thirds	D. Selective focus	
20.	is a photo c	omposition technique tha	t produces a shallow dep	th of field to creatively place emphasis on	
	parts of the image.				
	A. Framing	B. Partial focus	C. Rule of Thirds	D. Selective focus	
21.	Expanded captions have	B parts + an opt	ional quote.		
	A. 2	B. 3	C. 4	D. 5	
22.	The first sentence of an exp	anded caption is written i	nA tense.		
	A. Present	B. Past	C. Future	D. Conditional	
23.	This editing mark means	c: (_			
	A. Fix spelling	B. Insert word	C. Transposed	D. This isn't a mark	
24.	This editing mark means	A: /			
	A. Make into lowerc	ase letter	B. Delete letter		
	C. Make into upper	case letter	D. This isn't a mark		
25.	This editing mark means	: <i>y</i> /			
	A. Add space	B. Remove space	C. Delete	D. This isn't a mark	
26.	In a story, the nut graph is $_$	A:			
	A. A paragraph on t	he most interesting inform	nation		
	B. The attention-grabbing first sentence				
	C. An illustration, ph	noto or chart that accomp	anies the story		
	D. A summary of wh	nat the story is about			
27.	A photograph taken from be	elow the subject is called	:		
	A. Framing	B. Bird's-eye view	C. Selective focus	D. Worm's-eye view	
28.	This type of marketing is ab	out taking the consumer l	by surprise, making an ind	delible impression and creating social buzz	
	often with displays that inter	ract with everyday enviror	nments.		
	A. Traditional marke	ting	B. Guerilla marketing		

C. Cause marketing



D. Social media marketing

29. ¯	This type of marketing	is effective because it reach	nes consumers electronic	cally, making it easy and convenient to make
ķ	ourchases with the clic	ck of a button.		
A. Traditional marketingC. Cause marketing		B. Targeted market	ing	
		D Email marketing	© Email marketing	
30. /	A primary headline ove	er a secondary headline is c	alled a:	
	A. Hammer	B. Kicker	C. Tripod	D. Wicket
31. /	A single-line secondary	y headline over the primary	headline is called a	:
	A. Hammer	B Kicker	C. Tripod	D. Wicket
32. /	A multi-line secondary	headline besides the prima	ary headline is called a _	:
	A. Hammer	B. Kicker	C)Tripod	D. Wicket
33. /	A multi-line secondary	headline on top of the prim	nary headline is called a _	:
	A. Hammer	B. Kicker	C. Tripod	D Wicket
WH	AT TYPES OF LE	ADS ARE THESE?		
34. l	Jnwilling to accept the	e news he had just received	from the doctors, he lov	vered his head in defeat. His mother sat
5	speechless in the corn	er, one tear rolling down he	r face as she saw her so	n's chance to claim a state wrestling medal
(disappear because his	heart just wouldn't allow it.		
	A. Narrative	B. Direct quote	C. Descriptive	D. Startling statement
35. [Deion Sanders, Jr. kno	ows what they say in the hal	lways. They say he'll be	a terrible quarterback. That he's too short. Tha
ŀ	ne can't see squat pas	st the six-feet-something off	ensive linemen. That he's	s cocky. That he'll never amount to anything.
_	They say he'll never be	e his dad.		
	A. Narrative	B. Direct quote	C. Descriptive	D. Startling statement
36. '	'Coach Hawkins!" Brad	d Hawkins, the longtime We	estlake athletic trainer, re	cognized Coach Steven Ramsey's voice over
	•		-	voice like that. Hawkins ran to Ramsey, who
		rsity player Matt Nader plea	ding with the athlete. "Ha	ang in there. Don't leave us. Everything's going
t	to be all right."		0.5	5 0
	A. Narrative	B. Direct quote	C. Descriptive	D. Startling statement
37.		n has a fetish. OR She neve		
	A. Narrative	B. Direct quote	C. Descriptive	D Startling statement
	JE/FALSE			
Write		er or, if filling in a bubble sl		or B for false.
38	False Eyelin	_ Eyelines aren't a method of aligning items on a spread.		
39	True Size 8	Size 8-10 pt font is best for captions.		
40	False Prima	False Primary headline fonts should be three times the size of the secondary headlines.		
41	True A con	nmon headline writing strate	egy is to use rhyming wo	ords.





42.	True	A transition in a story can include facts, indirect quotes or partial quotes.
43.	True	In a lead paragraph, a direct quote connects to the nut graph.
44	False	A survey has a larger sample size than a poll.
45.	True	Polls are frequently used by the professional media to sample public opinion.
46	True	Ten is a common sample size for surveys.
47	False	It's okay if captions contain some generalities.
48	True	Every caption should include the 5Ws and H.
49	True	Promotion incentives create a sense of urgency.
50	True	A good theme should be recognizable, relevant and repeatable.
51	True	A conceptual spin-off features key words pulled from the theme statement.
52	False	A written statement cannot be considered libel if the writer was making a joke.
53	False	Under fair use, yearbooks and newspapers can use other people's photos, music and artwork because it
		is considered educational and within a school setting.
54	True	Every photo should have a caption, even if it is only an identification of the people in the photo.
55	True	The organization of a yearbook staff echoes corporate organizational structure.
56	False	Knowledge of theme development is rarely used in the corporate world.
57	False	It is okay to use famous art or photos of celebrities in your publication because only the people at your
		school will know.
58	True	A yearbook builds school spirit and chronicles the year, so it is important to include every student at least
		three times.
59	False	You should only take pictures during an event, not before or after.
60	True	10 point font is utilized most consistently for news feature stories as well as alternative story size.
61	True	Unplanned white space weakens the design on yearbook spreads.
62	False	It is bad to adjust spread layout templates to fit the content you have because they were designed that
		way for a reason.
63	_	Photos, text and graphics in a modular block don't have to be related.
64		It is okay to use placeholder names in captions or articles because they will be switched out later.
65		Pages should be submitted to the plant as double page spreads if they are to count towards a deadline.
66	False	It is okay to take photos directly off of Facebook for yearbook spreads because the resolution is good.
67		The yearbook theme should be a secret until the book is distributed.
68		An eyeline is a horizontal line of white space that spans a double page spread.
69		Clichés should be avoided at all costs.
70	True	A pica is a common unit of measurement in desktop publishing.



