

Name: _____

No: _____

Unit Test

Part A. Multiple Choice

Direction:

1. What does the color red symbolize?
a. Power b. Happiness c. Love d. Sadness
2. What does the color pink symbolize?
a. Aggression b. Peacefulness c. Love d. Emasculation
3. What is a psychological representation of the color pink?
a. Physical weakness b. Logic over emotion c. Stress d. Nurture
4. What is a positive aspect of the color pink?
a. Efficiency b. Coldness c. Caring d. Emotion
5. What color symbolize Mystery?
a. Brown b. Blue c. Black d. Purple
6. Color Green symbolize what?
a. Anger b. Fortune c. Love d. Faith
7. Romance Symbolizes the Color?
a. White b. Red c. Blue d. Pink
8. Color Green represent the?
a. Nature b. Evil c. Gadgets d. Peace
9. When a person feels joy it symbolizes the color?
a. Blue b. Pink c. Yellow d. Green
10. An design element that refers to the lightness and darkness of a color.
a. texture b. hue c. value d. line
11. A mark created by a path of a moving point.
a. color b. line c. value d. form
12. The empty or open area between, around, above, below and within objects.
a. shape b. space c. color d. form

13. Any three dimensional object that can be measured by height, width and depth.

- a. shape b. space c. form d. texture

14. The surface quality or the way something feels such as rough-smooth

- a. color b. texture c. line d. shape

15. A definite area; described as geometric or organic, positive or negative.

- a. shape b. space c. form d. line

Part B. TRUE or FALSE

_____ 16. The most important element of print media design is using big, colorful words.

_____ 17. In print media design, a headline is a short, catchy sentence that grabs the reader's attention.

_____ 18. All print media uses only black and white colors.

_____ 19. Pictures and illustrations are not important in print media design.

_____ 20. White space is just empty space on a page and has no purpose in design.

_____ 21. Fonts are different styles of writing used in print media.

_____ 22. A call to action (CTA) tells the reader what to do next, like visit a website.

_____ 23. Text size should always be the same in a print media design.

_____ 24. Print media design is only used for magazines and newspapers.

_____ 25. Balancing the elements on a page is important for a pleasing design.