GraphicComm

Multiple Choice

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

- 1. Which of the following is *not* a process color?
- a. Magenta
- b. Yellow
- c. Green
- d. Cyan

Which of these processes prints from a flat surface image carrier?

- a. Relief
- b. Planography

2.

- c. Intaglio
- d. Gravure

3. Which of the following processes assists in folding heavy stock?

- a. Cutting
- b. Bending
- c. Scoring
- d. Shipping

4. Which process is used to place signatures in proper order?

- a. Gathering
- b. Pushing
- c. Collating
- d. Burnishing

5.

Which of the following methods is used to cut stock into a design pattern?

- a. Curling
- b. Punching
- c. Die cutting
- d. Sharpening

6. Which of the following is *not* considered a major printing process?

- a. Relief
- b. Intaglio
- c. Planography
- d. Computer-to-plate

7. Which of the following segments of industry is responsible for producing owner's manuals, repair manuals, and parts lists?

- a. Commercial printing
- b. In-plant printing
- c. Forms printing

8.

d. Package printing

Which of the following substrates is *not* a common product of gravure printing?

- a. Package printing
- b. Catalog printing
- c. Stationery printing
- d. Vinyl surface printing

9. The process of raising an image on paper using heat and pressure to mold the paper fibers is known as _____.

- a. stamping
- b. molding

- c. punching
- d. embossing
 - 10. What type printing is ink-jet printing?
- a. Impactless
- b. Relief
- c. Commercial
- d. Intaglio

11. Which step in the production of visual images involves color separations?

- a. Photoconversion
- b. Copy and art preparation
- c. Page composition
- d. Image assembly

12. describes an illustrated image drawn by hand or using computer software.

- a. Copy
- b. Artwork
- c. Line art
- d. Continuous tone copy

13. Which of the following is *not* a finishing operation?

- a. Embossing
- b. Numbering
- c. Perforating
- d. Trimming

14. Which of the following devices is used to convert an image to digital form and allow it to be stored as an electronic file?

- a. Process camera
- b. Scanner
- c. Imagesetter
- d. Platemaker

15. Which of the following printing processes is also known as relief printing?

- a. Offset lithography
- b. Gravure
- c. Letterpress
- d. Screen

16. Which of the following terms refers to the cutting of printed stock to produce even edges?

- a. Trimming
- b. Folding
- c. Scoring
- d. Gathering
 - ____ 17. The basic size of bond paper is _____.
- a. 11" × 17"
- b. 17" × 22"
- c. $20'' \times 26''$
- d. 25" × 38"

18. Which of the following is *not* a monitor viewing specification?

- a. Luminance
- b. Alkalinity
- c. Chromaticity
- d. Ambient illumination

- 19. ISO B-series sizes are used for _____.
- a. general printing requirements
- b. postcards
- c. posters
- d. folders

20. Which of the following is *not* a metric system unit of measure?

- a. Kilogram
- b. Liter
- c. Mile
- d. Ampere
 - _____21. Which size envelope is compatible with ISO-A sheets?
- a. ISO-A
- b. ISO-B
- c. ISO-C
- d. DL

22. Which of the following terms is associated with the changing of distance between lines of set type?

- a. Letterspacing
- b. Leading
- c. Kerning
- d. Wordspacing

23. Who was the first English printer to develop a typeface that was designed solely for printing?

- a. Caslon
- b. Baskerville
- c. Gutenberg
- d. Bodoni

_____ 24. The manuscript style of lettering used by European scribes was similar to the type style known today as _____.

- a. Modern
- b. Oldstyle
- c. Text
- d. Bold

_____ 25. _____ is a modern typeface that features an extreme difference between the light and heavy element.

- a. Bodoni
- b. Garamond
- c. Caslon
- d. Jenson

26. When the line spacing dimension is equal to the size of the typeface, the type is said to be set

- a. reverse leaded
- b. letter spaced
- c. set solid
- d. negative spaced

27. The _____ is the vertical part of a typeface character.

- a. hairline
- b. serif
- c. stress

d. stem

_____ 28. The thickness of a line forming a typeface character element is called the _____.

- a. stem
- b. stroke
- c. serif
- d. hairline

29. _____ is the variation of elements in a printed product.

- a. Balance
- b. Contrast
- c. Proportion
- d. Rhythm

30. The _____ includes the text, display type, and illustrations of the design.

- a. format
- b. specifications
- c. proportion
- d. layout

31. Which term is *not* an element of design?

- a. Shape
- b. Beauty
- c. Mass
- d. Texture
 - 32. The final layout is known as a _____.
- a. mechanical
- b. rough
- c. comprehensive
- d. dummy

_____ 33. _____ are design elements that form the shapes of an image.

- a. Lines
- b. Views
- c. Sketches
- d. Drawings
 - _____ 34. Which of these is *not* an additive primary color?
- a. Red
- b. Yellow
- c. Green
- d. Blue
 - 35. Which of these is a subtractive primary color?
- a. Cyan
- b. Green
- c. Purple
- d. Red

_____ 36. _____ is a measure of volume in any visual presentation.

- a. Form
- b. Mass
- c. Dimension
- d. Texture
 - _____ 37. Which of the following is *not* a layout element?

- a. Body type
- b. Style
- c. Illustrations
- d. White space

38. Who is credited as being the inventor of movable type?

- a. Caslon
- b. Gutenberg
- c. Spartan
- d. Garamond

39. Which machine sets individual cast letters?

- a. Ludlow
- b. Linotype
- c. Chandler
- d. Monotype

40. Before they are assembled into page form, type forms or slugs are stored in a

- a. case
- b. galley
- c. bank
- d. stick

41. A _____ is a casting machine that casts a line of type.

- a. matrix
- b. chase
- c. Linotype
- d. Ludlow

42. The first book printed from movable metal type was the _____.

- a. World Book
- b. classic encyclopedia
- c. Christian Bible
- d. German dictionary

43. A set of foundry type characters of one point size is called a _____.

- a. font
- b. series
- c. group
- d. family

44. Which of the terms is *not* a device used to enter information into the computer system?

- a. Mouse
- b. Scanner
- c. Card
- d. Keyboard

	45.	What are the two numbers the computer recognizes and uses to process and store information
dig	gitally?	
a.	0 and 9	
b.	0 and 1	
c.	1 and 9	
d.	1 and 2	
	46.	Which of the following is <i>not</i> a computer platform?
a.	UNIX	

b. PC

- c. Apple
- d. Xpdex

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47. Which of the following colors is not a part of the subtractive color formation?
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- a. Yellow
- b. Blue
- c. Magenta
- d. Cyan

48. Which of the following serves as the interface between the page composition workstation and

- the RIP?
- a. RGB
- b. PDP
- c. PDL d. MLP

49. Which of the following is *not* a word processing proofing tool to detect errors?

- a. Spelling
- b. Kerning
- c. Punctuation
- d. Doubled words

50. Which of the following text attribute is *not* placed in the page composition program?

- a. Line drop
- b. Alignment
- c. Type size
- d. Indenting

51. Which of the following is *not* a common feature of the computer screen display for a page composition program?

- a. Scroll bar
- b. Pasteboard
- c. Scanner port
- d. Menu bar

52. Which is *not* an important aspect contained in a file format?

- a. Image placement
- b. Resolution
- c. Color
- d. Density

53. Which one of the following statements is a general rule for naming files?

- a. Use symbols
- b. File names should begin with a space
- c. Each file name should be unique
- d. File extensions should not be used

_____ 54. The symbols that are used to show that something should be deleted, added, or changed are called ____.

- a. proofreader's marks
- b. artist marks
- c. printer's marks
- d. edit marks

55. Which of the following is *not* considered a common customer-provided file problem?

- a. Missing or incorrect fonts
- b. Missing graphics

- c. Missing or incorrect trapping
- d. Missing plates
 - 56. Proofs can be made directly from .
- a. digital files
- b. viewing offline
- c. digital tracks
- d. soft viewing

57. Which of the following is *not* a font utility software program?

- a. Adobe Type Manager
- b. Adobe Type Reunion
- c. Macromedia Freehand
- d. Extensis Suitcase

58. Which of the following use light-gathering sensors to gather image information?

- a. Charge couples
- b. Digital cameras
- c. Plate developers
- d. Camera lens

59. The number of pixels or dots per inch in an image determines its _____.

- a. color of image
- b. quality of optics
- c. filter power
- d. resolution

60. Which of the following is *not* a digital camera removable memory card?

- a. xD
- b. SD
- c. Compact flash®
- d. Flash port

61. Which of the following is a format design used to store images as digital files?

- a. WAVE
- b. FFIT
- c. JPEG
- d. LCCD

62. Which of the following is *not* a type of power source for the digital camera?

- a. Lithium-ion battery
- b. Alkaline battery
- c. Nickel-metal-hydride battery
- d. Aluminum oxide battery

63. The standard color temperature reference for digital cameras and daylight film emulsions is

- a. 5500 K
- b. 4500 K
- c. 5575 K
- d. 3500 K

64. _____ scanners typically use a set of three PMTs to gather color information.

- a. Flatbed
- b. Drum
- c. Handheld
- d. Film

65. What is the light source often found in a flatbed or film scanner?

a. Halogen

- b. PXA lamps
- c. Quartz
- d. Fluorescent

66. Which term relates to the ability of a digital imaging device to supply the data in horizontal and vertical dimensions?

- a. Tonal resolution
- b. Spatial resolution
- c. Exposure resolution
- d. Grain resolution

67. _____ cameras are characterized by high- or ultra-high resolution and excellent noninterpolated rendition.

- a. Point-and-shoot
- b. Field
- c. Studio
- d. Drum

68. What type of interference occurs when the crests of multiple light waves pass through the same point at the same time?

- a. Destructive
- b. Incident
- c. Constructive
- d. Reflected

69. _____ is the attribute that defines a color's degree of strength, or difference from white.

- a. Constancy
- b. Induction
- c. Saturation
- d. Contrast

70. Which of the following is created by adding white to a color?

- a. Brightness
- b. Tone
- c. Hue
- d. Tint

71. Which term indicates the lightness or darkness of a color?

- a. Value
- b. Chroma
- c. Hue
- d. Shade
 - _ 72. Ink colorants that do not dissolve but mix thoroughly in solutions or substances are called
- a. solvents
- b. pigments
- c. varnishes
- d. dyes

73. Which of the following is *not* an abbreviation for a process color?

- a. Y
- b. C
- c. B

- d. M
- 74. Which of the following is *not* a method of making color separations?
- a. Direct screen photographic
- b. Graduated screen photographic
- c. Indirect screen photographic
- d. Electronic

75. Which of the following filters is used to produce the yellow printer?

- a. Blue
- b. Green
- c. Red
- d. Black

76. Which of the following instruments is the most accurate type of color measurement device?

- a. Scanner
- b. Colorimeter
- c. Densitometer
- d. Spectrophotometer

77. The adjustment eyes make to lighting conditions is called _____.

- a. adaptation
- b. afterimage
- c. contrast
- d. exposure

78. Which of the following is *not* a step of a digital workflow?

- a. Imposition and sheet assembly of laid-out pages
- b. Creation of text and images
- c. Paste-up to produce a mechanical
- d. Importing text and images to create page layouts

79. Which of the following is *not* a type of ink-jet printer?

- a. Thermal
- b. Piezoelectric
- c. Continuous
- d. Thermographic

80. Which of the following printing methods is a type of thermography?

- a. Ink-jet
- b. Electromagnetic
- c. Dye sublimation
- d. Ionographic

81. A type of ink that is polymerized is a(n) _____.

- a. aqueous ink
- b. UV-curable ink
- c. solvent ink
- d. thermographic ink

82. <u>sthe process of sending a file directly to a press without the use of traditional offset or computer-to-plate process chemistry.</u>

- a. Direct imaging
- b. Makeready
- c. Electrostatic printing
- d. Distributed printing

83. The system in which electronic files for a job may be sent anywhere in the world via a wide area network is called _____.

- a. variable data printing
- b. distributed printing
- c. digital asset management
- d. direct imaging

84. Which of the following printheads requires refilling when ink runs out?

- a. Disposable head
- b. Refillable-head
- c. Reusable-head
- d. Fixed-head

 $_$ 85. A(n) $_$ prepares written material and illustrations for publication by revising and rewriting copy and checking it for accuracy.

- a. typesetter
- b. editor
- c. copywriter
- d. graphic designer

86. The _____ is in charge of cost estimates, job entry, job planning, and scheduling.

- a. production manager
- b. plant manager
- c. production scheduler
- d. sales manager

87. Which of the following is *not* a creative position?

- a. Graphic designer
- b. Photographer
- c. Illustrator
- d. Press operator

88. Which of the following positions is responsible for troubleshooting a file to ensure it prints successfully?

- a. Preflight technician
- b. Editor
- c. Graphic designer
- d. Color specialist

____ 89.

- means.
- a. Specialty services
- b. Typographic services
- c. Screen process services
- d. Quick printing services

Which of the following activities is *not* performed by lithographic press operators?

design, lay out, compose, assemble, and output on a variety of material using electronic

- 90. Which a. Positioning plates
- b. Filling the ink fountain
- c. Creating digital artwork
- d. Loading stock

91. Which of the following is *not* a characteristic for an effective team member?

- a. Make decisions
- b. Motivate personnel
- c. Communicate well
- d. Apply opinions

92. The ______ is responsible for the financial operation of a company.

- a. estimator
- b. controller
- c. chief executive officer
- d. sales manager

93. The _____ must be able to provide the greatest product or service for the customer's investment.

- a. sales manager
- b. customer service representative
- c. sales representative
- d. marketing coordinator

<u>94</u>. An educational plan involving <u>means a person will receive the necessary retraining and upgrading of skills and knowledge.</u>

- a. apprenticeship
- b. lifelong learning
- c. formal training
- d. vocational training

rue/False

dicate whether the statement is true or false.

95. Electronic form is a means by which manuscripts are submitted. 96. Computer software applications have the capability of modifying copy. 97. Waterless printing is considered to be a relief process. 98. Offset lithography is one of the examples of pressureless printing. 99. Porous printing is a stencil process. 100. The gravure process is intended to be used for short production runs of a product. 101. Electrostatic printing systems are used to produce low-quality images. 102. Embossing produces a depressed design on paper or other material. 103. Numbering is the process of printing figures in sequence on stock. 104. Metric unit symbols are capitalized unless the unit is a proper name. 105. Color values are measured with a densitometer. 106. Metric units are pluralized in abbreviation. 107. The images used in most of today's publications are created manually. 108. The point size is the same as its x-height.

109. Reverse type refers to the showing of the typeface as the color of the substrate on a printed solid dark background.

_____ 110. Visual ideas become the foundation of the layout.

111. Mass is a measure of length that adds definition to shapes in a visual presentation.

_____ 112. The size of a thumbnail sketch is very important.

113. The layout artist commonly edits and sizes photographs and line art for reproduction.

114. A color cannot take on a different intensity when it is mixed with its complement.

115. Instructions, specifications, and notations are *not* placed directly on the comprehensive.

<u>116.</u> Hand composition was the primary composition method used during the period of the 1400s to the beginning of the 1900s.

_____ 117. The first raised type printing was done using carved stone blocks.

_____ 118. Type is set from right to left.

_____ 119. Set type appears right side up as viewed before printing.

_____ 120. Dry transfer images must be burnished to make them adhere to the base sheet.

121. External and internal hard drives are commonly used today.

 $\frac{122}{\text{limited space availability.}}$

- 123. As an input device, voice recognition is limited to common computer commands.
- 124. Word processing software should be used to create entire publications.
- _____ 125. File format does not matter for graphic files.
- _____ 126. When using vector images, resizing causes degradation.
- _____ 127. PostScript Type 1 is a format for bitmapped fonts.
- 128. When digitizing an image, the detail is lost when increasing the number of pixels.
- _____ 129. Pixels all have the same shape.
- 130. A single type of CCD configuration is found on digital cameras.
- _____ 131. Field cameras are known for their portability.
- _____ 132. The direction of daylight affects the color temperature.
- 133. The screen ruling is the ruled lines per inch on a halftone screen.

<u>134.</u> In image replacement systems, high-resolution images do *not* automatically replace low-resolution FPO files.

- _____ 135. Light is a combination of the invisible wavelengths.
- _____ 136. Violet light has the longest visible wavelength.
- 137. Every color has a specific location with the Munsell system.
- 138. The printed cyan color ink reflects green and red light.
- 139. Many people are blind to all colors.
- _____ 140. A wide variety of products can be printed digitally.
- 141. It takes several days to digitally print a four-color job.
- 142. The image of UV-curable ink is very sharp in appearance.
- 143. Thermal transfer printers use a different ribbon for each color.
- _____ 144. Digital printing lacks flexibility.
- 145. It is difficult to make last-minute changes on a digital press.
- 146. Craft-centered jobs are very prevalent in the industry.
- 147. Screen presses have a configuration common to other presses.
- 148. Printing is an uncooperative enterprise.
- 149. An agency or studio is a type of service operation.
- 150. Work habits are disregarded within the business environment.

GraphicComm; Answer Section MULTIPLE CHOICE

1. ANS:	С	PTS:	1	
2. ANS:	В	PTS:	1	
3. ANS:	С	PTS:	1	
4. ANS:	А	PTS:	1	
5. ANS:	С	PTS:	1	
6. ANS:	D	PTS:	1	
7. ANS:	В	PTS:	1	
8. ANS:	С	PTS:	1	
9. ANS:	D	PTS:	1	
10. ANS:	А		1	
11. ANS:	А		1	
12. ANS:	С	PTS:	1	
13. ANS:	D	PTS:	1	
14. ANS:	B		1	
15. ANS:	C	PTS:	1	
16. ANS:	Ă	PTS:	1	
17. ANS:	B		1	
18. ANS:	B	PTS:	1	
10. ANS:	C	PTS:	1	
20. ANS:	C C		1	
20. ANS: 21. ANS:	C C	PTS:	1	
21. ANS: 22. ANS:	B	PTS:	1	
22. ANS: 23. ANS:	B		1	
24. ANS:	C		1	
24. ANS: 25. ANS:	A	PTS:	1	
25. ANS: 26. ANS:	C A	PTS:	1	
20. ANS: 27. ANS:	D		1	
27. ANS: 28. ANS:	B	PTS:	1	
28. ANS: 29. ANS:			1	
	B	PTS:	1	
30. ANS:	D		-	
31. ANS: 32. ANS:	B C	PTS: PTS:	1 1	
			-	
33. ANS:	A	PTS:	1	
34. ANS:	B	PTS:	1	
35. ANS:	A	PTS:	1	
36. ANS:	B	PTS:	1	
37. ANS:	B	PTS:	1	
38. ANS:	B	PTS:	1	
39. ANS:	D	PTS:	1	
40. ANS:	B	PTS:	1	
41. ANS:	C	PTS:	1	
42. ANS:	C	PTS:	1	
43. ANS:	A	PTS:	1	
44. ANS:	С	PTS:	1	

45. ANS:	В	PTS:	1
46. ANS:	D	PTS:	1
47. ANS:	В	PTS:	1
48. ANS:	С	PTS:	1
49. ANS:	В	PTS:	1
50. ANS:	А	PTS:	1
51. ANS:	С	PTS:	1
52. ANS:	D	PTS:	1
53. ANS:	С	PTS:	1
54. ANS:	А	PTS:	1
55. ANS:	D	PTS:	1
56. ANS:	А	PTS:	1
57. ANS:	С	PTS:	1
58. ANS:	В	PTS:	1
59. ANS:	D	PTS:	1
60. ANS:	D	PTS:	1
61. ANS:	С	PTS:	1
62. ANS:	D	PTS:	1
63. ANS:	А	PTS:	1
64. ANS:	А	PTS:	1
65. ANS:	D	PTS:	1
66. ANS:	В	PTS:	1
67. ANS:	С	PTS:	1
68. ANS:	С	PTS:	1
69. ANS:	С	PTS:	1
70. ANS:	D	PTS:	1
71. ANS:	А	PTS:	1
72. ANS:	В	PTS:	1
73. ANS:	С	PTS:	1
74. ANS:	В	PTS:	1
75. ANS:	А	PTS:	1
76. ANS:	D	PTS:	1
77. ANS:	А	PTS:	1
78. ANS:	С	PTS:	1
79. ANS:	D	PTS:	1
80. ANS:	С	PTS:	1
81. ANS:	В	PTS:	1
82. ANS:	А	PTS:	1
83. ANS:	В	PTS:	1
84. ANS:	D	PTS:	1
85. ANS:	В	PTS:	1
86. ANS:	А	PTS:	1
87. ANS:	D	PTS:	1
88. ANS:	А	PTS:	1

89. Al	NS:	В	PTS:	1
90. Al	NS:	С	PTS:	1
91. Al	NS:	D	PTS:	1
92. AN	NS:	В	PTS:	1
93. Al	NS:	С	PTS:	1
94. AN	NS:	В	PTS:	1
TRUE/F	ALSE	2		
95. AN	NS:	Т	PTS:	1
96. AN	NS:	Т	PTS:	1
97. AN	NS:	F	PTS:	1
98. AN	NS:	F	PTS:	1
99. AN	NS:	Т	PTS:	1
100.	AN	S: F	PTS:	1
101.	AN	S: F	PTS:	1
102.	AN	S: F	PTS:	1
103.	AN	S: T	PTS:	1
104.	AN	S: F	PTS:	1
105.	AN	S: F	PTS:	1
106.	AN	S: F	PTS:	1
107.	AN	S: F	PTS:	1
108.	AN	S: F	PTS:	1
109.	AN	S: T	PTS:	1
110.	AN	S: T	PTS:	1
111.	AN	S: F	PTS:	1
112.	AN	S: F	PTS:	1
113.	AN	S: T	PTS:	1
114.	AN	S: F	PTS:	1
115.	AN	S: T	PTS:	1
116.	AN	S: T	PTS:	1
117.	AN	S: F	PTS:	1

118.

119.

120.

121.

122.

123.

124.

125.

126.

127.

128.

129.

130.

131.

ANS: F

ANS: F

ANS: T

ANS: T

ANS: F

ANS: T

ANS: F

ANS: T

PTS:

1

1

1

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1

1

1

1

1

1

132.	ANS: T	PTS:	1
133.	ANS: T	PTS:	1
134.	ANS: F	PTS:	1
135.	ANS: F	PTS:	1
136.	ANS: F	PTS:	1
137.	ANS: T	PTS:	1
138.	ANS: F	PTS:	1
139.	ANS: F	PTS:	1
140.	ANS: T	PTS:	1
141.	ANS: F	PTS:	1
142.	ANS: T	PTS:	1
143.	ANS: T	PTS:	1
144.	ANS: F	PTS:	1
145.	ANS: F	PTS:	1
146.	ANS: F	PTS:	1
147.	ANS: F	PTS:	1
148.	ANS: F	PTS:	1
149.	ANS: T	PTS:	1
150.	ANS: F	PTS:	1