Elements Review

Line
1. Describe the differences between these two lines (length, width, general appearance, etc.):
   A
   B

2. Compare these groups of lines designed to suggest a column. If your hometown bank were trying to choose from among these (rough draft) patterns for a new logo, which do you think best suggests both stability and 'down home friendliness'? Explain why you chose A, B, or C -- especially how the appearance and patterns created by these lines convey that feeling. There is no absolutely right or wrong answer as long as you can explain your reasoning.
   A
   B
   C

3. You can create an interesting pattern by using a series of _____________ lines:
   a. repeating
   b. different
   c. rounded
   d. broken

4. In only one or two sentences, describe the main points you've learned from this class on LINES.

Shapes
1. Select an example (1 or 2 below) of a geometric shape used in a piece or a logo and write a brief paragraph (2-5 sentences) describing that shape, how it is used, and what emotions, feelings, or ideas it conveys.

   [Images of logo examples]
2. Select an example (1 or 2 below) of a natural shape used in a piece or a logo. Write a brief paragraph (2-5 sentences) describing that shape, how it is used, and how it relates to the theme or subject matter of the piece.

![Natural Shape Examples]

3. Select an example (1 or 2 below) of an abstract shape used in a piece (symbols, icons, etc.) and briefly describe it in 2-5 sentences. What idea does the abstract shape convey?

![Abstract Shape Examples]

4. In only one or two sentences, describe the main points you've learned from this class on SHAPES. Comment on the use of squares, circles, and triangles in design.

Texture

1. The following image is an example of which type of texture:

![Texture Example]
2. Describe the difference between simulated, symbolic and real texture.

3. In only one or two sentences, describe the main points you've learned from this class on TEXTURES.

Mass
1. Mass includes the physical dimensions of __________, __________, __________, and, __________.
2. A standard letter size piece of paper is _____ by _____ inches.
3. A legal size piece of paper is ______ by _______ inches.
4. A tabloid size of paper is ______ by _________ inches.
5. Type/font is typically measured in __________.
6. In addition to inches, millimeters, picas, and pixels, two measurement systems found in many desktop publishing programs are __________ and __________.
7. Of the four ways to use mass found in Lesson 1 (accommodate information, content; accommodate normal size restraints or expectations; convey a mood or provide emphasis; and, create contrast) the one that most applies to the use of mass in a brochure is ________________.
8. In only one or two sentences, describe the main points you've learned from this class on MASS.

Color
1. What is VALUE?

2. Use value to:
   1.

   2.

   3.

   4.

3. Generally the eye is lead from:
   1. Lighter to darker
   2. Darker to lighter
   3. Bottom to top
4. Adding white to red produces a shade of red. True or false.

Define:
1. Primary colors
2. Secondary colors
3. Complimentary colors
4. Analogous colors
5. Warm colors
6. Cool colors
7. Neutral colors

5. Describe the relationship between yellow and purple.

6. Explain RGB & CMYK.

7. Choose any two or three colors that you like as a potential color palette for some imaginary piece you might design. Describe those colors (you can use descriptive terms such as burgundy red or use the hexadecimal or CMYK values). Describe how those colors work together. Describe whether you would be likely to use equal or varying amounts of each. Describe the mood or emotions that this color combination evokes. Describe how you might use value, tints, and shades with these base colors. Use your imagination and describe the colors in as much details as you can along with why you chose that combination.

8. In only one or two sentences, describe the main points you've learned from this class on COLOR.
Color Self Test Assignment

1.

2. The additive primaries minus green leaves:
   a. Cyan
   b. Yellow
   c. Magenta
   d. Blue

3. Another name for hexadecimal colors, used to specify Web colors is ____________.

4. Adding white to red produces a shade of red. True or false.

5. 

6. Choose any two or three colors that you like as a potential color palette for some imaginary piece you might design. Describe those colors (you can use descriptive terms such as burgundy red or use the hexadecimal or CMYK values (or other color systems you may be familiar with such as Pantone colors, not covered in this lesson). Describe how those colors work together. Describe whether you would be likely to use equal or varying amounts of each. Describe the mood or emotions that this color combination evokes. Describe how you might use value, tints, and shades with these base colors. Use your imagination and describe the colors in as much details as you can along with why you chose that combination.

7. Bonus: In CMYK, the K represents Black. Why K?