Name:_____   Class:_____   Date:_____

Module 2

1. A(n) _____, or pamphlet, usually is a high-quality publication with lots of color and graphics, created for advertising purposes.
    a. newsletter   b. flyer
    c. outline   d. brochure
ANSWER: d
POINTS: 1
REFERENCES: Introduction
                 PUB 49

2. The _____ medium intentionally is tactile.
    a. newsletter   b. flyer
    c. brochure   d. business card
ANSWER: c
POINTS: 1
REFERENCES: PUB 51
                 The Brochure Medium

3. _____ give a sense of realism to a publication and should be used to show people, places, or objects that are real.
    a. Photos   b. Drawings
    c. Graphics   d. Logos
ANSWER: a
POINTS: 1
REFERENCES: PUB 51
                 The Brochure Medium

4. The cost of producing a brochure is less prohibitive when the brochure is produced _____.
    a. by an outside service   b. in-house
    c. in-service   d. in small quantities
ANSWER: b
POINTS: 1
REFERENCES: PUB 51
                 The Brochure Medium

5. _____ size refers to the number of panels in a brochure.
    a. Placeholder   b. Template
    c. Object   d. Page
ANSWER: d
POINTS: 1
REFERENCES: PUB 52
                 Creating a Trifold Brochure

6. The _____ form displays fields for the description of items ordered, as well as types of payment information.
    a. Order   b. Response
    c. Sign-up   d. Default
ANSWER: a

Module 2

POINTS: 1
REFERENCES: PUB 52
                Creating a Trifold Brochure

7. The _____ form displays check box choices and fields for comments.
    a. Order   b. Default
    c. Sign-up   d. Response
ANSWER: d
POINTS: 1
REFERENCES: PUB 52
                Creating a Trifold Brochure

8. The _____ form displays check box choices, fields for time and price, as well as payment information.
    a. Sign-up   b. Response
    c. Order   d. Default
ANSWER: a
POINTS: 1
REFERENCES: PUB 52
                Creating a Trifold Brochure

9. A(n) _____ consists of text that you type until you press the ENTER key.
    a. effect   b. style
    c. master page   d. paragraph
ANSWER: d
POINTS: 1
REFERENCES: PUB 59
                Typing Paragraphs of Text

10. A(n) _____ marker is displayed to indicate the end of text in a text box.
    a. paragraph   b. space
    c. end of field   d. tab
ANSWER: c
POINTS: 1
REFERENCES: PUB 59
                Typing Paragraphs of Text

11. Wordwrap allows you to type words in a text box continually without pressing the _____ key at the end of each line.
    a. ENTER   b. INSERT
    c. TAB   d. SHIFT
ANSWER: a
POINTS: 1
REFERENCES: PUB 59
                Typing Paragraphs of Text

12. To paste text, you can press CTRL+_____.

Module 2

a. V   b. C
c. X   d. Insert

ANSWER: a
POINTS: 1
REFERENCES: PUB 56
              Copying, Cutting, and Pasting

13. Click the ____ button to paste only the text and not the formatting into the destination location.
    a. Keep Formatting Only   b. Copy
    c. Keep Text Only   d. Draw Text Box

ANSWER: c
POINTS: 1
REFERENCES: PUB 58
              Copying, Cutting, and Pasting

14. The ____ is the gray area that appears outside the publication page.
    a. outside area   b. scratch area
    c. publication area   d. scribble area

ANSWER: b
POINTS: 1
REFERENCES: PUB 61
              Swapping Pictures

15. A ____ is a reduced-size version of a graphic image used to help recognize and organize pictures.
    a. thumbnail   b. small picture
    c. thumb graphic   d. reduced image

ANSWER: a
POINTS: 1
REFERENCES: PUB 82
              Online Pictures

16. When you ____, all of the pictures are reduced to thumbnail size and are aligned in rows and columns.
    a. minimize thumbnails   b. delete thumbnails
    c. arrange thumbnails   d. align thumbnails

ANSWER: c
POINTS: 1
REFERENCES: PUB 82
              Online Pictures

17. A ____ is a small line, flourish, or embellishment that crosses the strokes of letters in some fonts.
    a. swash   b. glyph
    c. serif   d. sans serif

ANSWER: c
POINTS: 1

Module 2

18. A ____ is an exaggerated serif or glyph that typically runs into the space above or below the next letter.
    a. swash   b. toggle
    c. ligature   d. shadow
ANSWER: a
POINTS: 1

19. A ____ is a special stroke that appears in text that is not part of the normal font set.
    a. swash   b. glyph
    c. serif   d. shadow
ANSWER: b
POINTS: 1

20. ____ refers to specialized effects and fonts.
    a. Typography   b. Engraving
    c. Outlining   d. Glyphography
ANSWER: a
POINTS: 1

21. On a typical Publisher installation, only a few font families contain complete ____.
    a. superscripts   b. stylistic sets
    c. glyphs   d. typographical sets
ANSWER: b
POINTS: 1

22. Besides its regular display, almost every font has ____ common stylistic sets.
    a. one   b. two
    c. three   d. four
ANSWER: c
POINTS: 1

23. Grades of paper are based on ____.
    a. color   b. weight

Module 2

    c. coating   d. glossiness
ANSWER: b
POINTS: 1
REFERENCES: PUB 93
                Printing Considerations

24. When printing colors, desktop printers commonly use a color scheme called ____.
    a. digital printing   b. RGB
    c. CMYK processing   d. digital color printing
ANSWER: b
POINTS: 1
REFERENCES: PUB 94
                Printing Considerations

25. In ____ printing, the printer uses only one color of ink.
    a. scalar   b. black-and-white
    c. process-color   d. digital
ANSWER: b
POINTS: 1
REFERENCES: PUB 94
                Printing Considerations

26. ____ printing uses semi-transparent, premixed inks typically chosen from standard color-matching guides, such as Pantone.
    a. Process-color   b. Black-and-white
    c. Spot-color   d. Digital
ANSWER: c
POINTS: 1
REFERENCES: PUB 94
                Printing Considerations

27. ____ printing means your publication can include color photographs and any color or combination of colors.
    a. Spot-color   b. Digital
    c. Process-color   d. Black-and-white
ANSWER: c
POINTS: 1
REFERENCES: PUB 94
                Printing Considerations

28. One of the process-color libraries, called CMYK, or ____ printing, is named for the semi-transparent process inks – cyan, magenta, yellow, and black.
    a. black-and-white   b. four-color
    c. spot-color   d. digital
ANSWER: b
POINTS: 1

Module 2

REFERENCES: PUB 94
                 Printing Considerations

29. The _____ Wizard guides you through the steps to collect and pack all the files a printing service needs and then compress the files to fit on one or more disks.
    a. Printing Service   b. Compression
    c. Readme   d. Pack and Go
ANSWER: d
POINTS: 1
REFERENCES: PUB 95
                 Packing the Publication for the Printing Service

30. Brochures are produced for short-term readership on paper that soon will be thrown away or recycled.
    a. True
    b. False
ANSWER: False
POINTS: 1
REFERENCES: PUB 49
                 Introduction

31. Brochures frequently use a heavier stock of paper so they can stand up better to touching, being carried around, being passed from person to person, and being looked at frequently.
    a. True
    b. False
ANSWER: True
POINTS: 1
REFERENCES: PUB 51
                 The Brochure Medium

32. Typically, brochures use very little color and include drawings or graphic images instead of actual photographs.
    a. True
    b. False
ANSWER: False
POINTS: 1
REFERENCES: PUB 51
                 The Brochure Medium

33. Cost is more prohibitive when the brochure is produced in-house using desktop publishing rather than by an outside service.
    a. True
    b. False
ANSWER: False
POINTS: 1
REFERENCES: PUB 51
                 The Brochure Medium

Module 2

34. Page size refers to the number of panels in the brochure.
    a. True
    b. False

ANSWER: True

POINTS: 1

REFERENCES: PUB 52
             Creating a Trifold Brochure

35. When the insertion point reaches the right margin of a text box, Publisher automatically positions the insertion point at the end of the next line.
    a. True
    b. False

ANSWER: False

POINTS: 1

REFERENCES: PUB 56
             Copying, Cutting, and Pasting

36. Copying is the process of placing items on the Office Clipboard, leaving the item in the publication.
    a. True
    b. False

ANSWER: True

POINTS: 1

REFERENCES: PUB 54
             Copying, Cutting, and Pasting

37. The Office Clipboard is a temporary storage area for text or objects copied or cut from a publication.
    a. True
    b. False

ANSWER: True

POINTS: 1

REFERENCES: PUB 56
             Copying, Cutting, and Pasting

38. The Keep Source Formatting option pastes the copied content as is without any formatting changes.
    a. True
    b. False

ANSWER: True

POINTS: 1

REFERENCES: PUB 58
             Copying, Cutting, and Pasting

39. When you insert a single picture, you can drag it to the scratch area.
    a. True
    b. False

Module 2

ANSWER: True

POINTS: 1

REFERENCES: PUB 61
                        Swapping Pictures

40. When you insert multiple pictures at one time, Publisher arranges the thumbnails or puts them in a column in the scratch area, instead of on top of one another on your page.
    a. True
    b. False

ANSWER: True

POINTS: 1

REFERENCES: PUB 61
                        Swapping Pictures

41. A caption may identify people, places, and objects occurring in a graphic, but not actions.
    a. True
    b. False

ANSWER: False

POINTS: 1

REFERENCES: PUB 83
                        Captions

42. Publisher can check the entire publication once you have finished editing it.
    a. True
    b. False

ANSWER: True

POINTS: 1

REFERENCES: PUB 88
                        Checking the Publication

43. Publisher checks your work for grammatical errors.
    a. True
    b. False

ANSWER: False

POINTS: 1

REFERENCES: PUB 88
                        Checking the Publication

44. Professional brochures are printed on a low grade of paper and print on one side of the paper.
    a. True
    b. False

ANSWER: False

POINTS: 1

REFERENCES: PUB 93
                        Printing Considerations

Module 2

45. In Publisher, you may apply up to 15 spot colors with the Pantone color matching system.
    a. True
    b. False
ANSWER: False
POINTS: 1
REFERENCES: PUB 94
      Printing Considerations

46. Printing services use spot colors of metallic or florescent inks, as well as screen tints, to get color variations without increasing the number of color separations and cost.
    a. True
    b. False
ANSWER: True
POINTS: 1
REFERENCES: PUB 94
      Printing Considerations

47. Using color increases the cost and time it takes to process a publication.
    a. True
    b. False
ANSWER: True
POINTS: 1
REFERENCES: PUB 94
      Printing Considerations

48. Digital printing requires separate printing plates.
    a. True
    b. False
ANSWER: False
POINTS: 1
REFERENCES: PUB 94
      Printing Considerations

49. Publisher supports three kinds of color printing and provides the tools commercial printing services need to print the color publication.
    a. True
    b. False
ANSWER: True
POINTS: 1
REFERENCES: PUB 94
      Printing Considerations

50. A publication file can be packaged for the printing service in two ways.
    a. True

Module 2

b. False

ANSWER:	True
POINTS:	1
REFERENCES:	PUB 95
	Packing the Publication for the Printing Service

51. _____ options include no format at all, Order form, Response form, and Sign-up form.

ANSWER:	Form
POINTS:	1
REFERENCES:	PUB 52
	Creating a Trifold Brochure

52. _____ allows you to type words in a text box continually without pressing the enter key at the end of each line.

ANSWER:	Wordwrap
POINTS:	1
REFERENCES:	PUB 59
	Typing Paragraphs of Text

53. _____ is the process of placing an item on the Office Clipboard, leaving the item in the publication.

ANSWER:	Copying
POINTS:	1
REFERENCES:	PUB 56
	Copying, Cutting, and Pasting

54. The _____ option changes the formatting so that it matches the text around it.

ANSWER:	Merge Formatting
POINTS:	1
REFERENCES:	PUB 58
	Copying, Cutting, and Pasting

55. _____ pictures are taller than they are wide.

ANSWER:	Portrait
POINTS:	1
REFERENCES:	PUB 62
	Swapping Pictures

56. If a graphic or photo does not have a caption, you can add one using the Caption _____.

ANSWER:	gallery
POINTS:	1
REFERENCES:	PUB 83
	Captions

57. A(n) _____ is explanatory or identification text or a title that accompanies a graphic, figure, or photo.

ANSWER:	caption

Module 2

POINTS: 1

REFERENCES: PUB 83
Captions

58. When they need mass quantities of publications, businesses generally _____, or submit their publications to an outside printer, for duplicating.

ANSWER: outsource

POINTS: 1

REFERENCES: PUB 92
Printing Considerations

59. If you start a publication from scratch, it is best to _____ the publication for the type of printing you want before you place the objects on the page.

ANSWER: set up

POINTS: 1

REFERENCES: PUB 93
Printing Considerations

60. A(n) _____ paper is a coated paper, produced using a heat process with clay and titanium.

ANSWER: glossy

POINTS: 1

REFERENCES: PUB 93
Printing Considerations

61. _____ paper, with its mild texture or grain, can support high-quality graphics without the shine and slick feel of glossy paper.

ANSWER: Linen

POINTS: 1

REFERENCES: PUB 93
Printing Considerations

62. _____ paper is coated and then skimmed and smoothed to create the pages used in a textbook.

ANSWER: Blade-coated

POINTS: 1

REFERENCES: PUB 93
Printing Considerations

63. Professional printers print publications using color scheme processes, or _____.

ANSWER: libraries

POINTS: 1

REFERENCES: PUB 94
Printing Considerations

64. In spot-color printing, if you choose black plus one spot color in a publication, Publisher converts all colors except for _____ to tints of the selected spot color.

ANSWER: black

Module 2

POINTS: 1

REFERENCES: PUB 94
               Printing Considerations

65. A(n) _____ color is used to accent a black-and-white publication.

ANSWER: spot

POINTS: 1

REFERENCES: PUB 94
               Printing Considerations

66. With the Design Checker, you <u>cannot</u> choose to ignore a design problem.

_____

ANSWER: False - can

POINTS: 1

REFERENCES: PUB 88
               Checking the Publication

67. If you start a publication from <u>scratch</u>, it is best to set up the publication for the type of printing you want before you place objects on the page.

_____

ANSWER: True

POINTS: 1

REFERENCES: PUB 93
               Printing Considerations

68. Desktop printers commonly use <u>20 lb. bond paper</u>, which means they use a lightweight paper intended for writing and printing.

_____

ANSWER: True

POINTS: 1

REFERENCES: PUB 93
               Printing Considerations

69. Explain the four benefits and advantages of using the brochure medium.

ANSWER: 1. EXPOSURE: An attention getter in displays; a take-along document encouraging second looks; a long-lasting publication due to paper and content; an easily distributed publication — mass mailings, advertising sites.
               2. INFORMATION: An in-depth look at a product or service; an opportunity to inform in a nonrestrictive environment; an opportunity for focused feedback using forms.
               3. AUDIENCE: Interested clientele and potential customers.
               4. COMMUNICATION: An effective medium to highlight products and services; a source of free information to build credibility; an easier method to disseminate information than a magazine.

POINTS: 1

REFERENCES: PUB 51

Module 2

The Brochure Medium
TOPICS: Critical Thinking

Critical Thinking Questions
Case 2-1

As the administrative assistant to the marketing director of a medium-sized technology provider, one of your tasks is to chair marketing staff meetings when the marketing director is out of town. You are chairing today's meeting; which is a first meeting to discuss an advertising brochure for a new technology product.

70. On which activity should you focus today's meeting? ____

a. Selecting a Publisher template	c. Brainstorming ideas for the brochure
b. Getting comparative bids from commercial printers	d. Pick out watermarks and logos

ANSWER: C
POINTS: 1
REFERENCES: PUB 51
The Brochure Medium
TOPICS: Critical Thinking

71. Which of the following steps should occur before you begin producing the brochure? ____

a. Decide on the brochure's purpose and audience	c. Create a timeline of effectiveness for the brochure
b. Determine the brochure's shelf life	d. Draw a storyboard and get it approved

ANSWER: D
POINTS: 1
REFERENCES: PUB 51
The Brochure Medium
TOPICS: Critical Thinking

Critical Thinking Questions
Case 2-2

The director of your favorite local charity asks you to help create a new informational brochure to be printed by a commercial printing service. Because you are starting this brochure from scratch, you need to consider printing considerations before you begin.

72. Which of the following grades of paper is LEAST likely to be used for printing a professional-looking brochure? ____

a. Glossy paper	c. Blade-coated paper
b. Linen paper	d. 20 lb. bond paper

ANSWER: D
POINTS: 1
REFERENCES: Printing Considerations
PUB 93
TOPICS: Critical Thinking

Name:_____ Class:_____ Date:_____

Module 2

73. Because of budget considerations, the director asks you to recommend the least costly color choice for printing the brochure. You recommend _____.

a. process-color printing	c. black-and-white printing
b. digital printing	d. spot-color printing

ANSWER: C

POINTS: 1

REFERENCES: PUB 94
                       Printing Considerations

TOPICS: Critical Thinking

74. _____ is a special stroke that appears in text that is not part of the normal font set
    a. glyph
    b. stylistic set
    c. serif
    d. sans serif

ANSWER: a

POINTS: 1

REFERENCES: PUB 77
                       Stylistic Sets

75. A small line, flourish, or embellishment that crosses the strokes of letters in some fonts is
    a. glyph
    b. stylistic sets
    c. serif
    d. sans serif

ANSWER: a

POINTS: 1

REFERENCES: PUB 77-78
                       Stylistic Sets