DIGITAL COMMUNICATION & DESIGN CONCEPTS - PILOT

(490)

—OPEN EVENT—

REGIONAL – 2019

DO NOT WRITE ON TEST BOOKLET

***TOTAL POINTS (100 points)***

**Failure to adhere to any of the following rules will result in disqualification:**

1. **Contestant must hand in this test booklet and all printouts. Failure to do so will result in disqualification.**
2. **No equipment, supplies, or materials other than those specified for this event are allowed in the testing area. No previous BPA tests and/or sample tests or facsimile (handwritten, photocopied, or keyed) are allowed in the testing area.**
3. **Electronic devices will be monitored according to ACT standards.**

No more than sixty (60) minutes testing time

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*Workplace Skills Assessment Program* competition.

**MULTIPLE CHOICE**

Identify the letter that best completes each sentence or answers the question. Mark A if the statement is true. Mark B if the statement is false.

1. Which of the following is *not* an Animation Principle:

* 1. Staging
  2. Action
  3. Follow Through and Overlapping Action
  4. Slow In and Slow Out

2. Which of the following is a common graphic design principle:

* 1. photography
  2. color
  3. white space
  4. viewpoint

3. \_\_\_\_\_\_\_ is typically used to identify a story that is being shown or to show a presenter's name:

1. Lower third
2. One-tier lower third
3. Two-tier lower third
4. Three-tier lower third

4. It is most appropriate to use a vector graphics program rather than a bitmapped graphics program when creating:

* 1. Images that will be saved in a file for the Web
  2. An image that contains small decorative type
  3. Images that will be used in print products
  4. An image that can be enlarged with no loss of quality

5. What color has the following meanings for Positive – Up-beat and Confident while its Negative meanings can be Powerful, Passionate, Aggressive, Bossy and Threatening:

* 1. Pink
  2. Orange
  3. Blue
  4. Red

6. What is the brightness of a color?

* 1. Value
  2. Hue
  3. Saturation
  4. Tint

7. When creating media, \_\_\_\_\_\_\_ are used to create style and appeal.

* 1. Analogous Colors
  2. Color Schemes
  3. Contrasting Colors
  4. None of the above

8. \_\_\_\_\_\_\_ is the art and technique of arranging type to make written language readable and appealing.

* 1. Typeface
  2. Typesize
  3. Typography
  4. Kerning

9. Which of the following is *not* a Typeface?

* 1. Serif
  2. San-Serif
  3. San-Decorative
  4. Decorative

10. A unit of measurement equal to six (6) picas or seventy-two (72) points.

* 1. Millimeter
  2. Inch
  3. Centimeters
  4. Typeface

11. \_\_\_\_\_\_\_ refers to how easily the reader can decipher the letters on a page.

* 1. Legibility
  2. Leading
  3. Kerning
  4. Readability

12. A polygon is a \_\_\_\_\_\_\_ sided shape.

1. 3
2. 4
3. 5
4. Multi

13. Storytelling is the most important part of an animation.

* 1. True
  2. False

14. The \_\_\_\_\_\_\_ tag is used to display a horizontal rule across the page.

* 1. <line>
  2. <rule>
  3. <hr>
  4. <r>

15. \_\_\_\_\_\_\_ must be inserted as the first line of a Hypertext Markup Language (HTML) code to define a new HTML5 document.

* 1. <html ver = 5>
  2. <!DOCTYPE html>
  3. <html lang= “en”>
  4. <!HTML5>

16. A \_\_\_\_\_\_\_ is intended to change the public interest by raising awareness about an issue, changing public attitudes and stimulating action.

* 1. News Story
  2. Public Service Announcement
  3. Commercial
  4. Commentary

17. A \_\_\_\_\_\_\_ conveys information visually through the use of color, graphics, images, and animation that support the script.

* 1. Desktop Publisher
  2. Graphic Designer
  3. News Anchor
  4. TV Producer

18. \_\_\_\_\_\_\_ was the first animated movie star.

* 1. Mickey Mouse
  2. Oswald the Lucky Rabbit
  3. Felix the Cat
  4. Bugs Bunny

19. \_\_\_\_\_\_\_ is the transparency value object in animation; normally used to make an object gradually fade in or fade out.

* 1. Alpha
  2. Beta
  3. Translucence
  4. Brightness

20. \_\_\_\_\_\_\_ colors are made by combining equal parts of a primary or secondary color.

* 1. Complementary
  2. Split-Complementary
  3. Analogous
  4. Tertiary colors

21. \_\_\_\_\_\_\_ is used to describe vertical space between lines of text.

* 1. Baseline
  2. Kearning
  3. Leading
  4. Tracking

22. \_\_\_\_\_\_\_ is a small section of text “pulled out and quoted” in a larger font size; used to draw attention.

* 1. Drop Cap
  2. Pull Quote
  3. Glyphs
  4. Workspace

23. The space between columns is called \_\_\_\_\_\_\_

* 1. Margins
  2. Style
  3. Alley
  4. Text Frame

24. Computer Programs can be copyrighted.

* 1. True
  2. False

25. \_\_\_\_\_\_\_ is an additive color model.

* 1. RGB
  2. LAB
  3. HUB
  4. CMYK

26. \_\_\_\_\_\_\_ are specific colored inks used for printing that help achieve custom colors such as metallic inks that CMYK *cannot* reproduce.

* 1. SPOT Colors
  2. LAB Colors
  3. PANTONE Colors
  4. None of the Above

27. \_\_\_\_\_\_\_ is a lens that has no zoom capability.

* 1. Wide Angle Lens
  2. Fixed Lens
  3. Telephoto Lens
  4. Macro Lens

28. The \_\_\_\_\_\_\_ explains what part of an image the human eye is most strongly drawn to by breaking the image into nine equal squares. The four points where these lines intersect are the strongest focal points.

* 1. Composition
  2. Space
  3. Rule of Thirds
  4. Golden Rule

29. \_\_\_\_\_\_\_ is a trail left by a person’s interactions in a digital environment. Includes the usage of TV, mobile phone, Internet and world wide web, mobile web and other devices and sensors.

* 1. Social Media
  2. Cloud
  3. Digital Footprints
  4. Profile

30. DPI stands for Dots Per Inch

* 1. True
  2. False

31. Which of the following is limited to 256 colors and is more effective for scanned images such as illustrations rather than color photos?

* 1. .PNG
  2. .JPEG
  3. .GIF
  4. .TIFF

32. In typography, the spacing between two letters is referred to as \_\_\_\_\_\_\_

* 1. Baseline
  2. Kearning
  3. Leading
  4. Tracking

33. \_\_\_\_\_\_\_ is a type in which letters have no feet or curves at the ends of the main strokes.

* 1. Serif
  2. San-Serif
  3. San-Decorative
  4. Decorative

34. The purpose of \_\_\_\_\_\_\_ is to give a sense of weight and flexibility in drawn objects by changing the shape and length of the object.

* 1. Anticipation
  2. Squash and Stretch
  3. Staging
  4. Secondary Action

35. T/F Phishing is a technique that scammers use to collect personal information from unsuspecting users. They may also use false emails or websites that look real to trick people.

* 1. True
  2. False

36. Storyboards are created in which of the following Production cycles?

* 1. Development Stage
  2. Pre-Production
  3. Production
  4. Post Production

37. Generally speaking, storyboards are only created to get a general idea of the story. They are *not* closely followed by most studios.

* 1. True
  2. False

38. Which section contains information such as the document title and search engine keywords?

* 1. Header
  2. Head
  3. Body
  4. Footer

39. Dubbing is the addition of sound after the visuals have been photographed; can be either synchronous with an image or nonsynchronous.

* 1. True
  2. False

40. \_\_\_\_\_\_\_ is an image that when the mouse passes or rolls over it, will change to another image.

* 1. Image Hotspot
  2. Rollover Image
  3. Alternate Image
  4. None of the Above

41. Optional Regioning is a section of the template that can be copied multiple times in a template-based page to provide consistency of sections that will be repeated.

* 1. True
  2. False

42. The doctrine that allows copyrighted work to be reproduced for a variety of reasons including new reporting, teaching, parody and research.

* 1. Fair Use
  2. Copyright Law
  3. Public Domain
  4. Copyright Domain

43. Checkpoints make the Internet accessible to individuals with disabilities (WCAG).

* 1. True
  2. False

44. The process of adding background sounds or music to audio is called

* 1. a dry mix.
  2. a wet mix.
  3. sweetening.
  4. synthesizing.

45. James Clerk Maxwell took the first permanent color photograph in \_\_\_\_\_\_\_.

* 1. 1921
  2. 1901
  3. 1861
  4. 1811

46. You should be able to determine the meaning of a graphic/ad within \_\_\_\_\_\_\_ seconds.

* 1. 2
  2. 3
  3. 4
  4. 5

47. \_\_\_\_\_\_\_ is a subtractive color model.

1. RGB
2. LAB
3. HUB
4. CMYK

48. Which of the following is *not* a standard <div> attributes used in CSS?

1. Class
2. ID
3. Style
4. CSS

49. \_\_\_\_\_\_\_ is the actual shooting of a program.

1. Development Stage
2. Pre-Production
3. Production
4. Post Production

50. \_\_\_\_\_\_\_ is the strength of the video or audio signal.

1. Gain
2. Audio
3. Dub
4. Output