

GENERAL MARKETING QUESTIONNAIRE – SAMPLE BALLOT

CANDIDATE – VDESIGNS

DISTRICT – CENTRAL FLORIDA

Precinct _____
(Absentees Only)

TO VOTE COMPLETELY FILL IN THE OVAL NEXT TO YOUR CHOICE.

- Use a black or blue pen (not red) or a pencil to mark your ballot.
- If you make a mistake, don't hesitate to ask for consulting from Vdesigns. If you erase or make other marks you may need a consultation or award-winning designer.

The following is questionnaire to test the knowledge you and your group have of key terminology used in the graphics/marketing industry. If the score is less than seven you may consider a consultation to help with education on these points. Better yet, hire Vdesigns to create attractive, original marketing/promotion pieces and/or do project management for your organization.

<p>What is resolution?</p> <p><input type="radio"/> a. A vow you make on New Year's eve</p> <p><input type="radio"/> b. To solve or answer a question</p> <p><input type="radio"/> c. The part of a play or novel when everything is made clear</p> <p><input checked="" type="radio"/> d. The printout quality using the number of pixels per inch (ppi)</p> <p>Answer: d. Resolution is all of these things but we are interested in answer d. You need to know what resolution you need for what type of project. Computer screens have a resolution of 72 ppi whereas printing uses 300 ppi. Photos with a resolution of 72 ppi will look good on a computer screen but in print they will look blurry. So what might look nice on a web page isn't suitable for a print project.</p>	<p>A jpeg or a pdf is fine for all uses of art.</p> <p><input type="radio"/> a. True</p> <p><input checked="" type="radio"/> b. False</p> <p>Answer: False While they do have their uses they usually aren't the best options. Jpegs are great for web design and compressing large files. When files are compressed they lose some quality. The best choice is to use a tif, psd or an eps for print. Pdfs are used for final output but not a recommended file format if edits need to be made or for image files. Different file formats are used for different things. Consult your designer/printer for their recommendation.</p>	<p>What is the difference between vector and raster? Why should I care?</p> <p><input type="radio"/> a. Good information to share at a cocktail party</p> <p><input type="radio"/> b. Thinking about it cures insomnia</p> <p><input checked="" type="radio"/> c. Smooth line versus continuous tone images</p> <p><input type="radio"/> d. You can hold your own in a conversation with the Geek Squad</p> <p>Answer: c. Vector images are images with smooth, sharp edges and crisp detail, such as fonts, shapes and lines. Vector-based images have more flexibility. They are generally associated with art created in Illustrator®. They retain their detail better when resized and in most cases are good to use for logos. Raster images are made of dots or pixels; photographs are a good example. Photoshop is a raster-based program. Rescaling a photo should be done with caution. Enlarging a raster image too much will look blurry and pixelated.</p>
<p>What does "create outlines" mean?</p> <p><input checked="" type="radio"/> a. changing fonts from editable text to "art"</p> <p><input type="radio"/> b. tracing an image</p> <p><input type="radio"/> c. a rough draft of a project</p> <p><input type="radio"/> d. the chalk line around a dead body at a crime scene</p> <p>Answer: a. When a project is FINAL you CAN change the font to "outlines". Creating outlines of text is done so it won't be necessary to include your fonts with your project when the files are sent to the printer.</p>	<p>All fonts are created equal. The printer should already have the fonts.</p> <p><input type="radio"/> a. True</p> <p><input checked="" type="radio"/> b. False</p> <p>Answer: False All fonts have slightly different versions and may appear differently when output. Different line wraps on the paragraphs or at the worst a font substitution can occur. That is why you need to send your versions of the fonts used in your project to the printer. If not, "create outlines" of the font.</p>	<p>What is "creative white space"?</p> <p><input type="radio"/> a. An error, but don't tell anyone</p> <p><input type="radio"/> b. An artsy term that means nothing but sounds impressive</p> <p><input type="radio"/> c. Space that needs to be filled with something!</p> <p><input checked="" type="radio"/> d. A visual aid that holds and gives the eye a place to rest while reading</p> <p>Answer: d. Ads are crammed so full of information it can actually be a turnoff to look at. Good advertising gives proper space so it is easy and enjoyable to read. Proper leading (spacing between lines of copy) and creative white space on the page or in the ad can lead people to your marketing.</p>
<p>Important that you remember:</p> <ul style="list-style-type: none"> • ALWAYS save a copy of the project with the text in an editable format. "Create outlines" can't be undone after you save the project. 	<p>What is a spot or PMS color?</p> <p><input type="radio"/> a. Something Tide® with Bleach will get out</p> <p><input type="radio"/> b. Discoloration on the carpet left by your dog Spot</p> <p><input checked="" type="radio"/> c. A color that can be consistently reproduced (A pre-mixed ink) based on the Pantone Matching System</p> <p><input type="radio"/> d. A and B</p> <p>Answer: c. It is good for reproducing color consistently, like in a logo. Also it can be a cost-effective alternative to use color without going to full or four-color.</p>	

What does Serif mean?

- a. A form of tax
- b. The part played by Andy Griffith of Mayberry
- c. With or without cross-lines at the end of the stroke
- d. Distinguishes individual letters and leads the eye along a line of text
- e. Both c. and d.

Answer: e.

Both c and d are correct. That leads us to the definition of Sans Serif, meaning "without serifs"

What is a font family?

- a. Clusters of related type designs that bear the name of their parent typeface
- b. A group of unique characters
- c. A complete set of characters in a single typeface
- d. A family in New Jersey

Answer: a.

It consist of type styles of a particular group of fonts. For example Times is a font family. It consists of Times regular, Times italics, Times bold, Times bold italics and so on.

What are RGB and CYMK?

- a. Color modes
- b. Acronyms for government agencies
- c. Satellite radio
- d. You will need a ring decoder to find out

Answer: a.

RGB is a color mode (red, green, and blue) used in web design. It is also how your computer monitor displays color. CYMK (cyan, yellow, magenta and black) is the color mode used to reproduce color for use on a printing press. There is a noticeable difference when converting from one color mode to the other.

The more fonts you use the more creative you are.

- a. True
- b. False

Answer: False

The less the better, 2 or 3 maximum! You can use one decorative typeface. One sans-serif font family and one serif font family per project. This means that you can use a fancy script font, a sans serif font (such as Arial) and serif font (like Times) in a project. Keep in mind a successful layout can be made using a single font with varying size and weight. Make it simple!

• Consultation & Project Management

• Art Direction, Graphic Design

• Production & Printing

• Logo Development & Branding

• Direct Mail

• Annual Reports & Media Kits

• Brochures, Newsletters, & Flyers

• Print Advertising: Newspaper & Magazine Ads

• Campaign Development & Planning

• Trade Show Displays

• Outdoor Advertising: Billboards, Poster Showings, & Vehicle Wraps

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