

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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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:
 - a. Staging
 - b. Action
 - c. Follow Through and Overlapping Action
 - d. Slow In and Slow Out

2. Which of the following is a common graphic design principle:
 - a. photography
 - b. color
 - c. white space
 - d. viewpoint

3. _____ is typically used to identify a story that is being shown or to show a presenter's name:
 - a. Lower third
 - b. One-tier lower third
 - c. Two-tier lower third
 - d. Three-tier lower third

4. It is most appropriate to use a vector graphics program rather than a bitmapped graphics program when creating:
 - a. Images that will be saved in a file for the Web
 - b. An image that contains small decorative type
 - c. Images that will be used in print products
 - d. 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:
 - a. Pink
 - b. Orange
 - c. Blue
 - d. Red

6. What is the brightness of a color?
 - a. Value
 - b. Hue
 - c. Saturation
 - d. Tint

7. When creating media, _____ are used to create style and appeal.
 - a. Analogous Colors
 - b. Color Schemes

- c. Contrasting Colors
 - d. None of the above
8. _____ is the art and technique of arranging type to make written language readable and appealing.
- a. Typeface
 - b. Typesize
 - c. Typography
 - d. Kerning
9. Which of the following is *not* a Typeface?
- a. Serif
 - b. San-Serif
 - c. San-Decorative
 - d. Decorative
10. A unit of measurement equal to six (6) picas or seventy-two (72) points.
- a. Millimeter
 - b. Inch
 - c. Centimeters
 - d. Typeface
11. _____ refers to how easily the reader can decipher the letters on a page.
- a. Legibility
 - b. Leading
 - c. Kerning
 - d. Readability
12. A polygon is a _____ sided shape.
- a. 3
 - b. 4
 - c. 5
 - d. Multi
13. Storytelling is the most important part of an animation.
- a. True
 - b. False
14. The _____ tag is used to display a horizontal rule across the page.
- a. <line>
 - b. <rule>
 - c. <hr>
 - d. <r>

15. _____ must be inserted as the first line of a Hypertext Markup Language (HTML) code to define a new HTML5 document.
- <html ver = 5>
 - <!DOCTYPE html>
 - <html lang= “en”>
 - <!HTML5>
16. A _____ is intended to change the public interest by raising awareness about an issue, changing public attitudes and stimulating action.
- News Story
 - Public Service Announcement
 - Commercial
 - Commentary
17. A _____ conveys information visually through the use of color, graphics, images, and animation that support the script.
- Desktop Publisher
 - Graphic Designer
 - News Anchor
 - TV Producer
18. _____ was the first animated movie star.
- Mickey Mouse
 - Oswald the Lucky Rabbit
 - Felix the Cat
 - Bugs Bunny
19. _____ is the transparency value object in animation; normally used to make an object gradually fade in or fade out.
- Alpha
 - Beta
 - Translucence
 - Brightness
20. _____ colors are made by combining equal parts of a primary or secondary color.
- Complementary
 - Split-Complementary
 - Analogous
 - Tertiary colors
21. _____ is used to describe vertical space between lines of text.
- Baseline
 - Kearning
 - Leading
 - Tracking

22. _____ is a small section of text “pulled out and quoted” in a larger font size; used to draw attention.
- Drop Cap
 - Pull Quote
 - Glyphs
 - Workspace
23. The space between columns is called _____
- Margins
 - Style
 - Alley
 - Text Frame
24. Computer Programs can be copyrighted.
- True
 - False
25. _____ is an additive color model.
- RGB
 - LAB
 - HUB
 - CMYK
26. _____ are specific colored inks used for printing that help achieve custom colors such as metallic inks that CMYK *cannot* reproduce.
- SPOT Colors
 - LAB Colors
 - PANTONE Colors
 - None of the Above
27. _____ is a lens that has no zoom capability.
- Wide Angle Lens
 - Fixed Lens
 - Telephoto Lens
 - 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.
- Composition
 - Space
 - Rule of Thirds
 - 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.
- Social Media
 - Cloud
 - Digital Footprints
 - Profile
30. DPI stands for Dots Per Inch
- True
 - 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?
- .PNG
 - .JPEG
 - .GIF
 - .TIFF
32. In typography, the spacing between two letters is referred to as _____
- Baseline
 - Kerning
 - Leading
 - Tracking
33. _____ is a type in which letters have no feet or curves at the ends of the main strokes.
- Serif
 - San-Serif
 - San-Decorative
 - 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.
- Anticipation
 - Squash and Stretch
 - Staging
 - 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.
- True
 - False

36. Storyboards are created in which of the following Production cycles?
- Development Stage
 - Pre-Production
 - Production
 - 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.
- True
 - False
38. Which section contains information such as the document title and search engine keywords?
- Header
 - Head
 - Body
 - Footer
39. Dubbing is the addition of sound after the visuals have been photographed; can be either synchronous with an image or nonsynchronous.
- True
 - False
40. _____ is an image that when the mouse passes or rolls over it, will change to another image.
- Image Hotspot
 - Rollover Image
 - Alternate Image
 - 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.
- True
 - False
42. The doctrine that allows copyrighted work to be reproduced for a variety of reasons including new reporting, teaching, parody and research.
- Fair Use
 - Copyright Law
 - Public Domain
 - Copyright Domain
43. Checkpoints make the Internet accessible to individuals with disabilities (WCAG).
- True
 - False

44. The process of adding background sounds or music to audio is called
- a dry mix.
 - a wet mix.
 - sweetening.
 - synthesizing.
45. James Clerk Maxwell took the first permanent color photograph in _____.
- 1921
 - 1901
 - 1861
 - 1811
46. You should be able to determine the meaning of a graphic/ad within _____ seconds.
- 2
 - 3
 - 4
 - 5
47. _____ is a subtractive color model.
- RGB
 - LAB
 - HUB
 - CMYK
48. Which of the following is *not* a standard <div> attributes used in CSS?
- Class
 - ID
 - Style
 - CSS
49. _____ is the actual shooting of a program.
- Development Stage
 - Pre-Production
 - Production
 - Post Production
50. _____ is the strength of the video or audio signal.
- Gain
 - Audio
 - Dub
 - Output