

Final Exam Review

The midterm will be a 25 question multiple choice exam. They will all material covered in class this semester. The scantron type for the Final exam is NCS-4521.

The first significant revision to the Gutenberg Printing press was?

- A. Lithography
- B. Stanhope Cast Iron Press
- C. Koeing Steam Powered Press
- D. Letterpress

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What is the name of the press founded by William Morris?

- A. Chiswick Press
- B. Full Circle Press
- C. Kelmscott Press
- D. Arts & Crafts Press

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William Morris is most closely associated with?

- A. French Art Nouveau
- B. English Arts & Crafts
- C. Japonisme
- D. German Jugendstil

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The invention of San Serif type is credited to?

- A. Claud Garamond
- B. William Caslon IV
- C. Napoleon Bonaparte
- D. Aldus Manutius

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Aubrey Beardsley was known for an excessive use of color.

A. True

B. False

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B. False

Which designer was not associated with French Art Nouveau?

- A. Jules Chéret
- B. Alphonse Mucha
- C. Henri de Toulouse-Lautrec
- D. Nicholas Jaugeon

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The most prominent American designer associated with Art Nouveau was?

- A. Jules Chéret
- B. Alphonse Mucha
- C. Leonetto Cappiello
- D. William Bradley

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During WWI the poster used by the Allied Forces were known for their use of flat color and abstract symbolism.

A. True

B. False

Allied Forces: Britain, France, Russia, Italy and the United States

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The Beggarstaff Brothers were known for their strong use of representational images and soft layers of color applied in a painterly style.

A. True

B. False

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A. True

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Where was printing invented?

A. France

B. China

C. Germany

D. Japan

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Gustav Klimt was a leader in what group of artists?

- A. The Glasgow School
- B. Italian Art Nouveau
- C. The Vienna Secession
- D. American Arts & Crafts

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The use of movable type in printing was invented by:

- A. Bì Shēng
- B. Johannes Gutenberg
- C. John Baskerville
- D. Marcus Aurelius

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The typeface associated with the German national identity is:

- A. Roman
- B. Blackletter
- C. Italic
- D. Caslon

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The hand setting of type was made obsolete almost over night by what inventions?

- A. Matrix & Typewriter Machines
- B. Linotype & Monotype Machines
- C. Photo Type Machine & Electricity
- D. Koeing Steam Powered Press

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Franklin Gothic was designed to meet the high demand for sans serif faces.

Who designed it?

- A. William Caslon VI
- B. Morris Fuller Benton
- C. Vincent Figgins
- D. Herbert Matter

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Aldus Manutius is credited with publishing the first work with:

- A. Old Style Type
- B. Modern Type
- C. Roman Italic Type
- D. Transitional Type

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The first most complete set of Roman type cast in metal was by:

- A. Claud Garamond
- B. Nicolas Jenson
- C. Benjamin Franklin
- D. Aldus Manutius

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The typeface Bembo is considered the first:

- A. Modern Typeface
- B. Old Style Typeface
- C. Transitional Typeface
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Phillippe Grandjean was appointed to cut the Romain du Roi, or roman of the king.

A. True

B. False

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A. True

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The first English typefounder of note was:

- A. John Baskerville
- B. William Caslon
- C. Nicolas Jenson
- D. Nicholas Jaugeon

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A. John Baskerville

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Which of the following is a
Modern Typeface?

- A. Caslon
- B. Helvetica
- C. Baskerville
- D. Didot

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Modern Typeface?

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- B. Helvetica
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- D. Didot**

The Declaration of Independence was printed using what typeface:

- A. Caslon
- B. Garamond
- C. Baskerville
- D. Bodoni

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The collaborative known as The Four or the Glasgow School were from where?

- A. Italy
- B. France
- C. Scotland
- D. Germany

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What was the Arts & Crafts Movement a reaction against?

- A. Mass Production
- B. Traditional Farming Techniques
- C. Building Codes
- D. Art Nouveau

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Massive Change was an exhibit that focused on what aspect of design?

- A. how design can be used as a methodology to address the problems inherent to our social, economic and political systems.
- B. how design can be used to sell to a wider audience in a more diverse geographic area.
- C. the history of graphic design
- D. a comparison of Canadian vs U.S. graphic design practices

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Tibor Kalman was known for working on what publication in the early 90's?

- A. Colors
- B. Esquire
- C. Emigre
- D. The Atlantic

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The First Things First Manifesto objected to what?

- A. commercial work focused on selling products as the primary purpose of graphic design
- B. elevating graphic design above traditional art
- C. the establishment of Bauhaus
- D. the creation of the AIGA

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Emigre Magazine was:

- A. was a post-modern example of magazine design.
- B. a celebration of modernist posters.
- C. published by the Bauhaus
- D. and arts and travel publication.

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David Carson was known for:

- A. his clear use of the grid.
- B. his post-modern work on RayGun Magazine.
- C. his expertise in color theory.
- D. his love of helvetica.

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Wolfgang Weingart was known for being the father of Swiss-Punk and New Wave Typography.

A. True

B. False

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Paula Scher was known for post-modern use of historical styles?

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One of Milton Glaser's most iconic designs is?

- A. The IBM logo
- B. A series of posters for the Rural Electrification Administration
- C. A poster promoting Bob Dylan
- D. A poster promoting the Grateful Dead

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Lester Beall created iconic posters for?

- A. United States Postal Service
- B. Rural Electrification Administration
- C. Rockefeller Center
- D. Ford Motor Company

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A. United States Postal Service

**B. Rural Electrification
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Alvin Lustig was known for his expert use of color and line and texture in graphic design.

A. True

B. False

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Paul Rand is well known for designing identities for?

- A. UPS, ABC and Westinghouse
- B. General Electric, NBC and Microsoft
- C. Apple, Whirlpool and US Postal Service
- D. Chevron, Toyota and General Motors

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Gunta Stölzl was the first female master teacher at the Bauhaus in what subject:

- A. Metals
- B. Textiles
- C. Primary Course
- D. Architecture

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A prime example of the International Typographic Style or Swiss Style still is shown in the work of?

- A. Wassily Kandinsky
- B. Josef Müller-Brockmann
- C. Gustav Klimt
- D. Stefan Sagmeister

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The main principles surrounding the International Style were?

- A. Ornament is a Crime, Truth to Materials, Form follows Function
- B. Classical Forms, Symmetrical Composition, Decoration is Key
- C. Historical Revival & Nationalistic Traditions Hold Priority
- D. Decoration is of Primary Importance, Form is determined by Economical Status.

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Once of the tenets of the New Typography proposed by Jan Tschichold was?

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- C. Serif Typography Exclusivity
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The Ulm School of Design tried to combine the study of design and...?

A. Art

B. Science

C. Theatre

D. Music

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Who were the three directors of the Bauhaus?

- A. Walter Gropius, Hannes Myer, Mies van der Rohe
- B. Walter Gropius, Lázló Moholy-Nagy, Johannes Itten
- C. Walter Gropius, William Morris, Paul Renner
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When Lázló Moholy-Nagy took over the foundations course at the Bauhaus from Johannes Itten what did he shift its focus to?

- A. Logical analysis of form
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- C. Exploration of historical forms
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The Bauhaus was based in what country?

- A. England
- B. Germany
- C. Spain
- D. France

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The use of color in The De Stijl was usually restricted to?

- A. Primary- Red, Yellow, Blue
- B. Greyscale
- C. Secondary - Orange, Green, Violet
- D. Pink

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The De Stijl movement was promoted primarily by which two individuals?

- A. Theo Van Doesburg & Piet Mondrian
- B. Jan Tschichold & Walter Gropius
- C. William Morris & Alphonse Mucha
- D. Paul Rand & Lester Beall

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April Greiman:

- A. was an early adopter of the computer as a graphic design tool.
- B. was a strict modernist in her design practice.
- C. partnered with Paul Rand on numerous graphic design commissions.
- D. studied under Josef Muller-Brockmann.

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Katherine McCoy is best known for her:

A. work as co-director of the graduate Design program at the Cranbrook Academy of Art.

B. work as director of the graduate Design program at Yale University.

C. public fight against post-modern aesthetics in graphic design.

D. typeface design.

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Barbara Kruger's work is comprised primarily of what color palett?

- A. Red, Black and White
- B. Violet, Silver and White
- C. Red, Yellow and Blue
- D. Red, Blue and Green

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Graphic Design is?

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B. Communication

C. Business

D. All of the above

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