

Graphic Design - Final Exam Review

Test will include:

35 Questions: (70pts) - multiple choice, matching & true/false

Study these handouts found under

Final Exam Review:

Advertising & Target Market Notes

Budget, campaign, proposal, deadline, goal

Advertising Mediums - print, radio, TV, internet, outdoor

Target Markets - gender, ethnicity, social class, age, interests

Photoshop Tools Reference Card

Photoshop Key Commands

Tools - identification and their function

Key Commands and key shortcuts

Palettes/Windows - functions

Grading Rubric

Criteria, Craftsmanship, Creativity

Surrealism Q&A Reveiw

Surrealist Artists – Dali, Magritte, Escher

Influential People – Freud, Breton

General Knowledge of the movement