

Assessment

Graphics for Presenters ***First Edition***

The objectives of this book are:

- To explain how to create visuals simply
- To give tips on how to use visuals effectively
- To discuss planning and handling visuals



Assessment Questions for *Graphics for Presenters, First Edition*

Select the best response.

1. When preparing graphics for presentations, you should keep in mind that the average person can hold:
 - A. Only one idea at a time
 - B. About five ideas at a time
 - C. Up to eight ideas at a time
2. When writing by hand on a flip chart, it is a good idea to:
 - A. Use one color pen for a consistent, clean look
 - B. Use a different color for each idea
 - C. Use two colors and alternate them for each idea
3. The principal key to using words graphically is to use:
 - A. Italics
 - B. White space generously
 - C. Both capitals and small letters
 - D. One syllable words
4. Simple pictures as graphics are easiest to make if they are:
 - A. Realistic
 - B. From geometric shapes
 - C. Copies of professional graphics
 - D. Free form
5. When presenting a list of information:
 - A. Use numbers for each item
 - B. Use bullets to help the viewer scan the items quickly
 - C. Do not use hot colors for bullets

6. It is a common mistake to:
 - A. Use a page of text on a transparency
 - B. Show one slide for five or six minutes in a dark room
 - C. Make the print too small to read
 - D. All of the above
7. A good way to show a relationship between two ideas in a group of ideas is to write one in:
 - A. Red and one in blue
 - B. Light green and one in dark green
 - C. A hot color and one in a cool color
 - D. Black and one in white
8. To create overhead transparencies, you should use a:
 - A. Pale-colored background
 - B. Deep, vibrant-colored background
9. For color in the text of a graphic, it is a good idea to mostly use:
 - A. Hot colors like fuchsia, orange, or red
 - B. Cool colors
 - C. Highlighters for pleasant strength of color
 - D. Any of the above
10. Clip art:
 - A. Is always useful
 - B. Must accurately represent your idea
 - C. Is preferable to primitive drawing
 - D. Should be selected before developing your idea
11. To represent ideas most easily, you should use:
 - A. Free-form shapes
 - B. Geometric shapes
 - C. Realistic drawings
 - D. Color

12. The two most important parts of graphic composition are:

- A. Content and color
- B. Focus and balance
- C. Color and white space
- D. Realism and detail

13. Graphic elements in a presentation should be:

- A. Placed primarily in the top half of a page
- B. Primarily on the left side of the page
- C. Balanced across the page
- D. Used more heavily at the bottom

14. To create a sense of weight, use:

- A. Dark colors
- B. Fine details
- C. Light colors
- D. Placement at the edge of a page

15. Thumbnail sketches are:

- A. Optional ideas for a visual you are preparing
- B. Miniature rough drafts of visuals
- C. Visuals reduced for spot art
- D. Black and white versions of color visuals

16. To clarify a complex idea through graphics, you can:

- A. *Chunk* it into phrases of three to five words
- B. Arrange it on the page using only key words
- C. Add graphic elements to each key word group
- D. All of the above

17. Thumbnails:

- A. Show the focus and balance of visuals
- B. Precede the process of planning
- C. Restrict creative attention to graphics
- D. All of the above

18. Artists' tape is useful for:
- A. Correcting errors on visuals
 - B. Keeping charts and graphics in order
 - C. Protecting the edges of visuals
 - D. Making templates
19. You should store charts, flip charts, and other presentation materials:
- A. Rolled
 - B. On a shelf or other flat surface
20. When using computer-generated fonts for a graphic, remember to:
- A. Use only one to three on a single visual
 - B. Keep them closely related in style
 - C. Use a variety for visual interest
 - D. A and B
 - E. A and C
21. To *shadow* a letter, put the shadow on:
- A. The right side of the vertical stroke
 - B. The left side of the vertical stroke
 - C. Under the horizontal stroke
 - D. A and C
 - E. B and C
22. To create an effect of heat in a graphic, use:
- A. Red and any contrasting color
 - B. Yellow, orange, and red
 - C. An outline of the hottest part of the graphic at the center
 - D. All of the above
23. To create an effect of cold, outline a figure in:
- A. Dark blue with a light blue line adjacent to it
 - B. Light blue with a dark blue line adjacent to it

24. Overlapping images creates a sense of:
- A. Single dimension
 - B. Simplicity
 - C. Depth
 - D. Space
25. When writing on plastic, you should use:
- A. Permanent ink pens
 - B. Water-based pens

Answer Key for Graphics for Presenters, First Edition

Recommended response (Corresponding workbook page)

1. B (15)	6. D (16)	11. B (36)	16. D (75,76)	21. E (87)
2. C (14)	7. B (27)	12. B (57)	17. A (77)	22. B (90)
3. B (15)	8. A (28)	13. C (60)	18. C (79)	23. A (92)
4. B (36)	9. B (29)	14. A (61)	19. B (80)	24. C (96)
5. B (23)	10. B (35)	15. B (69)	20. D (85)	25. A (103)