Study Guide: Test 2

- **Date:** Wednesday, Oct. 29
- **Time:** 3:30-4:45 p.m.
- **Location:** Walker Mac Lab (202)
- **Format:** Written, with short-answer and “multiple-guess” questions, sentences to edit, leads, headlines and captions to write

**Review these topics:**

- Copy editing marks and finding style errors.
- Working with Numbers (CRED Chapt. 4)
- Caption writing
- Headline writing
- Typography: Identifying categories of type (CRED, page 350, Exercise 3)
- Typography: Calculating space in picas, points and inches (CRED, page 352, Exercise 11)
- Page Design and Layout terms
- **InDesign Commands and Menus (See InDesign Study Guide)**

In addition, questions for the test will be chosen from the reading guide questions and handouts below.

- **The Newspaper Designer's Handbook, Chapter 3**
  1. **What is a grid?**
  2. What are your design options for a story that is too long?
  3. What are your design options for a story that is too short?
  4. What are the basic guidelines for jumping stories?

- **The Newspaper Designer's Handbook, Chapter 4**
  5. **What are some basic guidelines for photos? (Also be able to explain in depth.)**
  6. **What are the qualities of a badly cropped photo? What are the qualities of a well-cropped photo?**
  7. What are the photo guidelines for photo spreads? The headline guidelines? The text and cutline guidelines?
  8. Be able to list and briefly describe the 18 categories of sidebars and infographics. (Handout)

- **The Newspaper Designer's Handbook, Chapter 5**
  9. **What essential elements should be contained in the nameplate (flag)?**
  10. What do column logos or photo sigs consist of?
  11. What do sigs identify? What are they used to label?
  12. What are series logos? What do they consist of?
  13. What are the guidelines for using liftout quotes or pull quotes?
  14. What is a deck? What are the basic guidelines for using them?
  15. What is the information that goes into the lines of a byline?
  16. What are some of the functions of credit lines?
  17. What are refers (see glossary)? What are the guidelines for them?
  18. What are orphans?
  19. What are the guidelines for using story jumps?

- **Creative Editing, Chapter 8 (Typography)**
  20. What are the basic units of measurement for type?
  21. How many picas are there in an inch?
  22. How many points are there in an inch?
  23. How many points are there in a pica?
  24. What is the difference between body type and display type?
25. What is the difference between an ascender and a descender?
26. What is leading or leading out? What are the advantages and disadvantages of too much or too little of it?

27. What are the seven main categories of type?
28. What is a serif?
29. What is sans serif type?

- Creative Editing, Chapter 9 (Writing Headlines)
- Handout: “Supplemental Notes: Writing Headlines”

- Creative Editing, Chapter 10 (Editing Photos and Infographics)
30. Summarize the primary goals of photojournalism.
31. What are the criteria that make a photo newsworthy?
32. What does it mean to “crop” a photo? What are the guidelines for cropping photos?
33. What is an “infographic”? What are the parts of an infographic?
34. What is a “lead-in,” “tagline” or “legend”?
35. Discuss how wide cutlines should run under photos. What are guidelines for placement of cutlines?
36. Define the following: overlines, credit lines.

- Creative Editing, Chapter 11 (Design and Layout)
37. What is the main purpose of publication design?
38. What are the standard design principles?
39. What types of balance should layout editors consider?
40. Define Mario Garcia’s concept of the center of visual impact. How many does he suggest per page?
41. Explain the concept of contrast.
42. What is proportion? What is the general rule concerning it?
43. What is unity?
44. What are the basic elements of page design, according to the text?
45. Define: spot color, process color
46. What is the setting of body copy for most publications in terms of point size and leading?
47. Define: justify, ragged right, legs
48. What is the range of headline point sizes?
49. Define: open space/white space
50. Explain vertical versus horizontal layout.
51. What is dummying?
52. What is the most important rule for dummying a page?
53. What are the basic steps in dummying a page?
54. What should you use to help decide the significance of stories for a page?
55. How should you mark, on a dummy page, the following:
   • All pieces of art—photos, illustrations, infographics
   • Boxed stories
   • Stories that will jump (continue) to another page
   • The start of a story, the end of a story
56. What are the rules for choosing headline sizes for the following column widths:
   • 1-column
   • 2-column
   • 3-column
   • 4-column
   • 5 and 6-column