

VIC 3400 Test 2 Study Guide

Saul Bass contribution to modern graphic design and graphic design style

Which signifies a busy and youthful design?

create tension in the viewer - contrasting elements

White space is not an element that contributes to contrast

logos most represent the tradition that logos should clearly represent the concept in the simplest and most direct manner - graphic designers that best convey this

balanced and harmonious - symmetrical/asymmetrical

formal and should not be used when you want to create tension with the image - symmetrical/asymmetrical

helping the viewer "follow along" the images in visual design -

graphic design movement associated with Japanese art

graphic design movements emerged as criticism to social structures and was intentionally confusing

Andy Warhol was associated with?

grid approach movement is associated with designs composed of thick black horizontal and vertical lines, basic shapes

The four visual cues that together make for good graphic designs

Repetition in graphic design provides?

"nothing should be placed on the page arbitrarily", can best be associated with which visual element

Milton Glasser's style could've been influenced by which artistic movement?

the following can be associated with contrast?

"elements that are related should be grouped together", is best associated with which visual element?

To create relationships of elements which element

Paul Rand describes good design as?

"When form is the focus, meaning is blunted or shallow or if content is dominant then the viewers interest will lag". (true or false) - which graphic designer?

which designers could the term anarchy and anti-establishment? (Brodovitch, Glasser, Rand, Bass, Carson, Seigmeister)

thematic contrast is manifested in Benetton's United Colors Campaign

Grid systems in design are used in web design or only in graphic design

The purpose of grid systems is?

Of the following web and graphic design movements in specific countries, which attempts to balance tradition with new design movements the most?

graphic design movements in specific countries, which two regions are highly influenced by dance and music.

The influence of calligraphy in design is an essential element - where?

Hand drawn cel animation is divided into 3 basic types. The Lion King?

Max Fleischer's Betty Boop is associated with what type of animation?

Yellow Submarine - what type of animation?

extremely functional elements in animation that tends to reduce the intense workload?

The Princess and the Frog points to a return to Disney's rich textured look of the 50's and used 2D CG

origins of modern day cartoons can best be found in caricatures

creation of story boards that are rough hand drawings of the stories are not used in CGI?

2D and 3D CGI animation has to do with digital animation rendering

frames in cartoons, they basically frame the story line and never contribute to visual interest?

which element of printed cartoons, which one has a distinctly expanded vocabulary?

Pixar and Disney tend to focus on detail and realism, anime focuses on creating its own world.

In anime, the head dictates body proportions

What specific manga/anime characteristic has been attributed to Osamu Tezuka?

anime series was a direct influence on the film series The Matrix?

anime genre that is focused on teenage girls and resembles romance novels is?

Lion King as not being originally a Disney creation but a Tezuka creation

Manga which is the printed version, is the main origin of anime productions and vice a versa

Animation, and specially modern day digital animation borrows from which of the following film techniques?

Of all the driving elements of visual communication, which is essential to the depth of the final product?