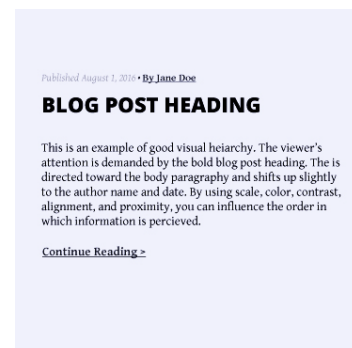


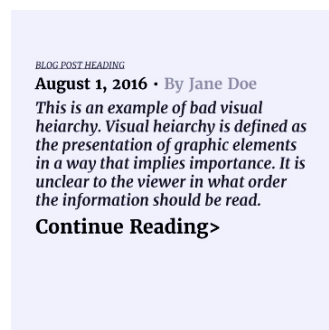
## CGA Final Exam Study Guide:

**What is Visual Hierarchy?** A clear visual hierarchy guides the eye to the most important elements on the page. It can be created through variations in color and contrast, scale, and grouping.

### Examples of Good Visual Hierarchy?



### Example of Poor Visual Hierarchy?



Print production uses CMYK and pantone color.

Screen production uses RGB and HEX color

Complimentary Colors are Red/Green, Blue/Orange, Yellow/Violet

Primary Colors are Red, Yellow & Blue

CMYK stands for Cyane, Magenta, Yellow & Black

RGB stands for Red, Green Blue

Secondary Colors are Orange, Violet and Green

To print the ppi/dpi should be set at 300

For screen use the ideal ppi/dpi should be set at 100

**Serif Font:** Typefaces that have serifs, which are extra strokes on the ends of their letterforms. These typefaces evoke feelings of history, tradition, honesty, and integrity. Examples are Times New Roman, Garamond, Goudy.

**Sans Serif Font:** Typefaces that don't have little dashes at the end of each letter (like Times New Roman, which does). Sans is French for "without". These typefaces evoke feelings of modernism, clean and fresh. Examples are Gill Sans, Futura, Helvetica, Verdana.

**Decorative Font:** Typefaces that have an appearance with embellishments or ornaments. Decorative

Illustrator is a vector and math based tool

Photoshop is a raster, pixel and layer based tool

Figma is used for designing and prototyping apps, websites, and graphics

Weebly is a WYSIWYG tool for web design, blogs, online stores.

In Illustrator:

**Envelope Distort:** Warping or distorting a design to fit a particular shape is a tool commonly used in Illustrator to create the illusion of motion or fluidity. The effect is achieved with a tool called envelope distort, which basically requires merging one object—either text or a shape—to fit into the shape of something else.

**Clipping Mask:** A clipping mask is an object within Illustrator that uses a shape's properties to mask areas of your design. The only visible areas of a clipping mask are what's within the mask's shape. A clipping mask and any objects within a mask are referred to as a clipping set.

**Pathfinder Tool:** The Pathfinder Palette is one of the most useful tools in Adobe Illustrator. It makes it easier to combine paths, divide objects and subtract shapes. It's really handy to master because it helps you make neater-looking vector images and speeds up your overall workflow.

**Direct Selection Tool:** With the Direct Selection tool, you can select individual points and segments of a path. After you select one or more individual points and segments, you can add or subtract items to/from the selection.

**Shape Builder Tool:** This tool allows you to combine multiple shapes in various ways. You can merge shapes, as well as subtract one shape from another.

*Know how to access the type tool, the pen tool, shape builder, pathfinder, envelope distort, and where to change color.*

Know The Elements of Art:

**Line:** The path of a moving point or a point moving in space.

**Shape:** a 2D area enclosed by an outline.

**Form:** Has 3 dimensions, length, width, and height.

**Color:**

**Value:** The lightness and darkness of a hue.

**Space:** the area in between and around objects in a composition, can be negative or positive.

**Texture:** The surface quality of a work of art, the way something feels or looks like it feels.

**Kerning:** The space between individual letters of a word.

**Tracking:** The overall space between letters in a word.

**Leading:** The space between lines of text.