

**Exam 1 Presentation Media**

**Name:** \_\_\_\_\_

1. Not all material is suitable for a presentation. Material that is \_\_\_\_\_ may be better presented in time independent media like print.

2-3. List two constraints that can affect your presentation.

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4-9. Your book lists eight ways to express information. List three and explain why you might use them.

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10. Make sure to identify your \_\_\_\_\_ to avoid plagiarism and improve credibility.

11-12. Give two advantages to using posters and flip charts.

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13-16. Electronic presentations tend to utilize low-quality projections. The book lists four things you can do to help with this problem. Name two and explain why they are effective.

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17-18. Give two reasons for using handouts in a presentation.

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19-23. Your book lists six types of presentation media, name five.

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24-25. List two advantages to using overhead transparencies instead of electronic presentations.

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26. The 35mm slide has an aspect ratio of \_\_\_\_\_ so make sure you create material that will fit this aspect ratio.

27-28. Give one advantage, and one disadvantage web-based presentations have over other presentation media.

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29-30. Give one advantage, and one disadvantage of white boards or chalkboards.

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31. \_\_\_\_\_ are simple, small-scale pencil drawings set down quickly used to help early visualization.

32. \_\_\_\_\_ are visual and verbal outlines of your presentation, showing the underlying structure of the presentation in frame-by-frame sequence.

33. Keep your \_\_\_\_\_ consistent—whether it's left, centered, or right—to give your presentation continuity.

34. When type is \_\_\_\_\_, the lines are flush along both edges like newspapers.

35. How should you use punctuation in a visual presentation?

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36-41. The book lists four basic graphic design devices. Name three and describe their use.

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42-43. Cool colors tend to \_\_\_\_\_ and warm colors seem to \_\_\_\_\_.

44-47. Give me two ways to suggest a figure ground relationship in a two dimensional visual presentation and why you might use them.

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48-49. Give two advantages 35mm slides have over other presentation media.

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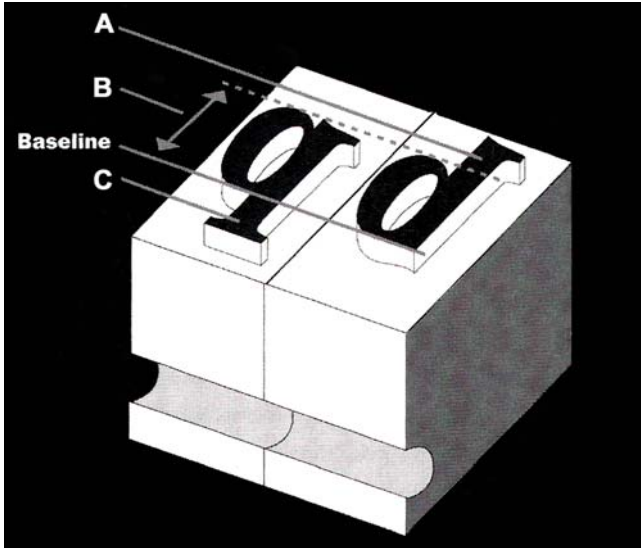
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50. What is your email address? \_\_\_\_\_

**Exam 2 Presentation Media**

**Name** \_\_\_\_\_

1. Label the following diagram (3).



A \_\_\_\_\_

B \_\_\_\_\_

C \_\_\_\_\_

2. Use the choices on the right to label the following typefaces (4).

\_\_\_ Type

\_\_\_ Type

\_\_\_ Type

\_\_\_ Type


- A. Royal typeface
- B. Display typeface
- C. Serif typeface
- D. Special typeface
- E. Sans serif typeface
- F. Engraved typeface
- G. Script typeface

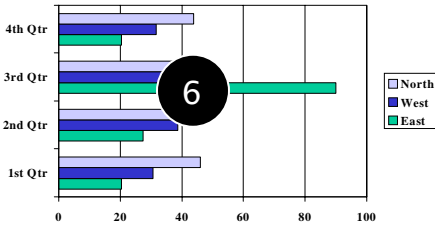
3. CMYK stands for (4) \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_.

4. RGB stands for (3) \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_.

- |         |        |        |         |        |        |
|---------|--------|--------|---------|--------|--------|
| Rust    | Ceylon | Orange | Magenta | Yellow | Green  |
| Kleenex | Blue   | Violet | Maroon  | Brown  | Purple |
| Red     | Grey   | Black  | Cyan    | Khaki  | Yemen  |

5. \_\_\_\_\_ are the colors used in computer monitors.
6. On paper, process color is derived from \_\_\_\_\_ colored inks.
7. A \_\_\_\_\_ is the set of colors selected for use in a presentation.
8. Matching (6)

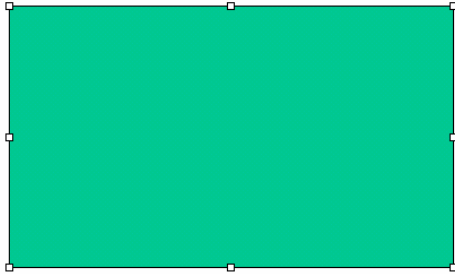
<p><b>Presentation</b></p> <p><b>Media</b> <span style="border: 1px solid white; border-radius: 50%; padding: 2px 5px;">1</span></p> <p><b>COM 240</b></p> <p><span style="border: 1px solid white; border-radius: 50%; padding: 2px 5px;">2</span> <b>Delivering Effective Messages</b></p>	<p><b>Elements of Exposure</b> <span style="border: 1px solid black; border-radius: 50%; padding: 2px 5px;">3</span></p> <ul style="list-style-type: none"> <li>• Light</li> <li>• Film speed</li> <li>• Aperture</li> <li>• Shutter speed</li> </ul> <p><span style="border: 1px solid black; border-radius: 50%; padding: 2px 5px;">4</span></p> 
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<p><b>Quarterly Earnings Statement</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr style="background-color: black; color: white;"> <th></th> <th>1<sup>st</sup></th> <th>2<sup>nd</sup></th> <th>3<sup>rd</sup></th> <th>4<sup>th</sup></th> </tr> </thead> <tbody> <tr> <td>East</td> <td>-20.4</td> <td>-27.4</td> <td>90</td> <td>20.4</td> </tr> <tr> <td>West</td> <td>30.6</td> <td><span style="border: 1px solid black; border-radius: 50%; padding: 2px 5px;">5</span></td> <td>34.6</td> <td>31.6</td> </tr> <tr> <td>North</td> <td>45.9</td> <td>46.9</td> <td>45</td> <td>43.9</td> </tr> </tbody> </table>		1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	East	-20.4	-27.4	90	20.4	West	30.6	<span style="border: 1px solid black; border-radius: 50%; padding: 2px 5px;">5</span>	34.6	31.6	North	45.9	46.9	45	43.9	<p><b>Quarterly Earnings</b></p> 
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- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_
- 6 \_\_\_\_\_

- A Pie graph
- B Table
- C Bullets
- D Opening title
- E Subheading
- F Heading
- G Bar graph
- H Builds

9. What are the small squares around this box called?



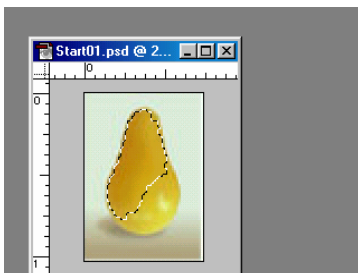
10. Which of the following image types is limited to 256 colors?

- A. JPEG
- B. TIFF
- C. PSD
- D. GIF
- E. All of the above

11. Which of the following image types is the best for use with photo realistic images **and** compresses image size?

- A. JPEG
- B. TIFF
- C. PSD
- D. GIF
- E. All of the above

12. In the example below which tool was most likely used to create this selection? \_\_\_\_\_

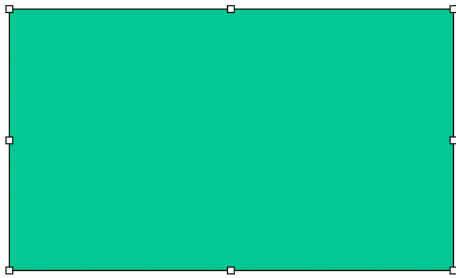


- A. Rectangular selection tool
- B. Polygonal selection tool
- C. Magic wand tool
- D. Move tool
- E. None of the above

13. There are a number of ways to change the property of an object in PowerPoint. If I wanted to change the box below to make it have a ten-point border, what would I do? \_\_\_\_\_

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14. You have forgotten your floppy disk and need to get your project to class. Assuming no physical means for transporting your project is available, how do you get your project to class? (2) \_\_\_\_\_

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15. What resolution does the computer screen (and projectors) use? \_\_\_\_\_

- A. 150 ppm
- B. 300 dpi
- C. 72 dpi
- D. 600 ppm
- E. None of the above

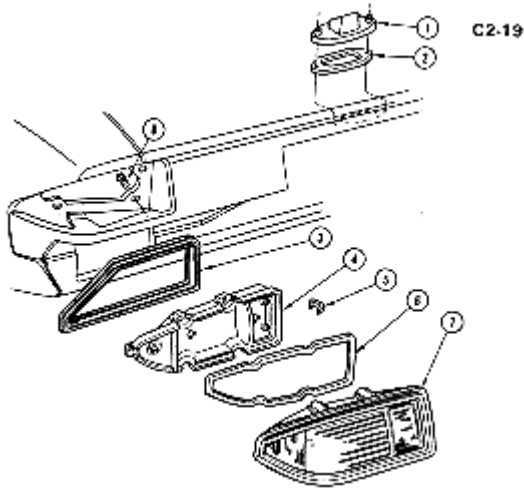
16. In Photoshop what menu item do we use to import images from the scanner? \_\_\_\_\_

17. Why can't you use any kind of transparency materials in our laser printers? \_\_\_\_\_





1. Like a speech organize diagrams with a \_\_\_\_\_, \_\_\_\_\_, and a \_\_\_\_\_.
2. If you are trying to create a poster to show people in Fell Hall where to go in case of emergencies a(n) \_\_\_\_\_ is the best type of diagram to use.
3. More than any other kind of media \_\_\_\_\_ can pull attention away from the presenter.
4. Give one advantage and one disadvantage of using animation.  
(2) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
5. A home page is known as a URL or \_\_\_\_\_.
6. The following is an example of a(n) \_\_\_\_\_.



<http://www.nastyz28.com/tech/e-77tail.jpg>

7. \_\_\_\_\_ (color) text on a black background looks fuzzy and out of focus.
8. Do not use \_\_\_\_\_ on a Web site because it infers links as opposed to stressing text.

9. Always have \_\_\_\_\_ prepared in case of technical problems.

10. Why should you develop your own set of backgrounds and designs rather than relying on the set that comes with your presentation software?

(2) \_\_\_\_\_

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11. In a round table discussion what type of media would you use and what type of media would you not want to use and why?

(4) \_\_\_\_\_

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12. In a thousand seat auditorium what type of media would you use and what type of media would you not want to use and why?

(4) \_\_\_\_\_

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13. The book lists 4 things you can do when giving a financial presentation give me 2. (2)

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14. Hierarchical structures usually place the arrange important elements from \_\_\_\_\_.

15. Give two advantages and two disadvantages of using multimedia. (4)

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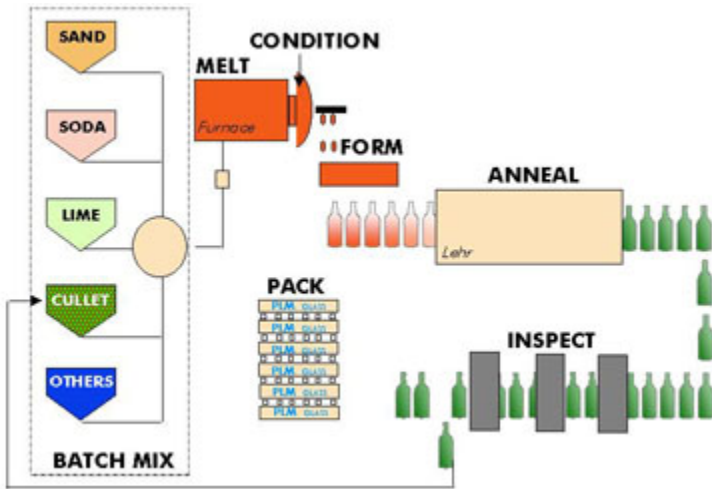
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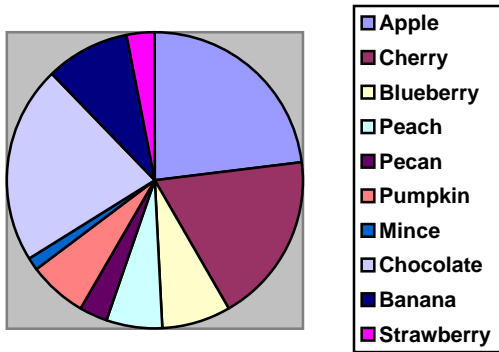
16. There are only \_\_\_\_\_ web safe colors.

17. The following is an example of a(n) \_\_\_\_\_.



<http://www.tynant.com/glass.htm>

18. Describe what problems (if any) there are with this pie chart and how you might fix them (without changing the chart type). (2)



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19. How much text should you put on a single slide/screen (35mm, PPT, Video) and why?(2)

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