Chapter 03

Designing Documents with Visual Appeal

True / False Questions

1. In order to be attractive, business documents must be created by graphic designers.

    True   False

2. Using bold to call attention to a key point in your report is an example of the principle of contrast.

    True   False

3. To help her client navigate a large document, Alaliyah sets her headings in 14 point, bold Times New Roman and sets her subheads in 12 point, italic Times New Roman. This is an example of alignment.

    True   False

4. The principle of alignment means that you use conventions of typography, layout, color, and other visual elements to make sure that readers can easily access your most important content.

    True   False

5. The term proximity is used to refer to the idea that elements that share similarities are placed together, while space or other means are used to separate text and other visual elements that are not similar.

    True   False

6. The Gutenberg diagram and the Z-pattern both propose that the eye moves across the page from right to left.

    True   False

7. The white space on a page, such as the space between a block of text and an image, is referred to as external spacing.

    True   False

8. The letters in a sans serif font have "feet" or "tails."

    True   False

9. Tertiary colors are created when you mix two secondary colors.

    True   False

10. When using color to signify meaning, you should always choose colors according to your own preference.

    True   False

11. Janice Redish proposes that Web pages be structured so that the main point is presented first, followed by supporting information, and finally historical or background data.

    True   False

12. Search engine optimization relies on keywords that are placed both in the visible content of a Web page and in the page's HTML.

    True   False

13. The inside address is the letter writer's address.

    True   False

14. The postscript contains information notations, such as *Enclosure*.

    True   False

15. A memo heading has four required elements: *To*, *From*, *Date*, and *Subject*.

    True   False

16. Informal business reports must be written in letter format and include the standard four elements: *To*, *From*, *Date*, and *Subject*.

    True   False

17. In a formal report, the title fly contains the report title, the name or names of the person or people for whom the report was prepared, the name or names of the people who prepared the report, and the date of the presentation or publication of the report.

    True   False

18. The acknowledgements section of a formal report is used to thank anyone who helped you write the report.

    True   False

19. It is a good idea for your to use at least three fonts in a brochure to keep it consistent with the professional image of your company.

    True   False

Multiple Choice Questions

20. Deshauna creates a PowerPoint presentation for a proposal her team is giving to a potential client. She uses dark text on a light background and calls out important points and figures by making them bold. Which design principle do these choices represent?

    A. alignment

    B. contrast

    C. layout

    D. repetition

    E. proximity

21. Logan is writing a lengthy year-end report for the owners of his company. At the beginning of every section, he includes the company logo at the top of the page and centers and sets the title of the section in 16 point Times New Roman font. Within each section, he puts subheadings on their own line and sets them in bold. Together, these choices are best described as examples of which design principle?

    A. repetition

    B. alignment

    C. contrast

    D. proximity

    E. white space

22. Miranda is working on a financial summary for company investors. In the document, she makes sure that the body of her text is positioned along the left side of the page, that her headings are centered, and that images are all placed along the right margin. Together, these choices are best described as examples of which design principle?

    A. contrast

    B. proximity

    C. illustration

    D. repetition

    E. alignment

23. Hiro is writing a list of tasks that need to be done in order to get his company's new product to market. Some of these items can only be accomplished by certain departments, such as Marketing or Production, so instead of writing one long list, he breaks it down into a series of shorter lists that are separated by headings that name the department responsible for completing each list. Hiro is using the design principle of

    A. contrast.

    B. alignment.

    C. proximity.

    D. repetition.

    E. filtering.

24. Which of the following statements about the Gutenberg diagram is true?

    A. The Gutenberg pattern asserts that the eye is first drawn to the upper right hand corner of a page.

    B. The Gutenberg diagram assumes that the reader's eyes are pulled across the page in a Z-pattern.

    C. The Gutenberg diagram assumes that the eye is pulled diagonally from a document's start to its finish.

    D. The Gutenberg diagram proposes that the most visually critical area of a text is the middle.

    E. The Gutenberg diagram assumes that a routine message will begin with any actions that must be taken and will end by providing relevant details.

25. Which of the following best describes external spacing?

    A. the white space on a page

    B. the margins of a page

    C. the space between letters

    D. the space between words

    E. the cover page and back page of a report

26. Which of the following is true of internal spacing?

    A. It is the white space on a page used to emphasize elements.

    B. It refers to both vertical and horizontal spacing of text.

    C. Vertical internal spacing should always be equal to 1/6 inch.

    D. It is a set ratio that cannot be altered.

    E. It is primarily used to help readers identify where they are in a document.

27. Bertina does not like the way one of her document headings looks when the font is increased, so she adjusts the space between the letters. Bertina is engaging in

    A. external spacing.

    B. contrast.

    C. leading.

    D. kerning.

    E. proximity.

28. For a business document, you ideally want your margins to be

   A. at least 1 1/2 inches wide.

   B. as small as possible.

   C. larger on the top and bottom and smaller on the left and right.

   D. equal in size.

   E. twice as wide on the sides as on the top and bottom.

29. A font that has little "tails" or "feet" is known as a _____ font.

   A. sans serif

   B. serif

   C. business

   D. proximity

   E. contrast

30. Serenity is crafting a letter to one of her clients to advise him of some changes in the forecasts for the coming year. It is important to her that it be easy to read, and she plans to print it out and send it in paper form. What type of font would best suit her purposes?

   A. a script font

   B. a sans serif font

   C. a serif font

   D. a proximity font

31. Carlos would like to use multiple fonts to add some subtle variety to his document. Which of the following options would be the best choice?

    A. two sans serif fonts

    B. two serif fonts

    C. one serif font and one sans serif font

    D. two serif fonts and one sans serif font

    E. one script font and one serif font

32. Which of the following measures determines a font's point size?

    A. the size of the font's serifs

    B. the average height of all letters in the font

    C. the height of the letter "x" in the font

    D. the width of the letter "m" in the font

    E. the height of a capital letter "A" in the font

33. Green, violet, and orange are all examples of _____ colors.

    A. secondary

    B. primary

    C. tertiary

    D. analogous

    E. complementary

34. Which of the following are complementary colors?

    A. red violet and red orange

    B. blue and violet

    C. red and green

    D. yellow and blue

    E. orange and green

35. Which two colors should you mix to get a tertiary color?

    A. yellow and orange

    B. violet and blue violet

    C. green and red

    D. yellow green and blue green

    E. orange and violet

36. Ahmed visits a website where he searches for specific information on that company's sales numbers. He clicks on links to reach relevant pages and skips pages that he knows won't contain the information he needs. What is this an example of?

    A. the Gutenberg diagram of reader eye movement

    B. the Z-pattern of data processing

    C. the linear nature of online text

    D. the nonlinear nature of online text

    E. the F-pattern of reading

37. Franklin visits a website where he skims the text at the top twice and then reads vertically down the left side of the page. Franklin is following the _____ of reading.

    A. Z-pattern

    B. Gutenberg pattern

    C. print pattern theory

    D. F-pattern

    E. linear pattern

38. People usually follow _____ reading style when reading online.

    A. an F-pattern

    B. a Z-pattern

    C. the Gutenberg diagram

    D. a horizontal grid

    E. a three-column pattern

39. Most people visit websites in order to accomplish a task, so when designing a page, you should

    A. always use complete sentences.

    B. use a pyramid structure.

    C. avoid using bullets.

    D. present your main point first.

    E. avoid fragments and abbreviations.

40. Janice Redish recommends that you follow which of the following guidelines when presenting content online?

    A. Always use a serif font in at least 10-point size.

    B. Keep lines of text short, usually between eight and ten words.

    C. Use underlining to emphasize important points.

    D. Use light text on a dark background to appeal to most readers.

    E. Avoid using italics or bold in the text.

41. Which of the following best explains why it is a good idea to avoid using underlining in text?

    A. Underlining represents links in electronic environments.

    B. Underlining is an archaic method of signifying emphasis.

    C. Underlining is difficult for readers to see in online documents.

    D. Underlining obscures the text.

    E. Underlining should only be used to identify book or movie titles.

42. Which of the following terms refers to the strategies, such as keyword use, that online writers use to ensure their websites appear at the top of search results?

    A. nonlinear text creation

    B. HTML coding

    C. search engine optimization

    D. F-pattern reading

    E. Web accessibility initiative

43. To help make images accessible to everyone, online content creators should add alt-tags, which

A. are keywords that will increase in size when the cursor is placed over them.

B. describe the image and can be read by a screen reader.

C. are a form of searchable HTML code.

D. appear in bright, easy-to-see colors.

E. ensure that the image will appear at the top of search results.

44. Which of the following statements about the four common letter formats is true?

A. Letterhead usually appears at the bottom of a letter.

B. Lines within paragraphs should having single-spacing.

C. Paragraphs in letters should have first line indents.

D. The date should be presented in numbers only.

E. Courtesy titles should always be gender neutral.

45. A visual rendering of your company's general contact information, its address, and often its logo, is referred to as

A. an inside address.

B. a social media address.

C. letterhead.

D. an attention line.

E. a salutation.

46. Felipe needs to write a letter to Salma, a manager at another company. However, he thinks it is important that the letter be addressed to the company rather than Salma directly. In this case, where should he first use Salma's name?

    A. in the attention line

    B. in the inside address

    C. in the salutation

    D. in the subject line

    E. in the complimentary close

47. Lance is an executive at a manufacturing company, and he needs to write a letter thanking Amoreena Sanchez, a partner at a law firm that sometimes represents his company in disputes, for the congratulatory bottle of champagne she sent to his office after they successfully defended against a lawsuit. Lance and Amoreena also happen to be good friends who grew up on the same block. How should Lance compose the letter's salutation?

    A. Dear Ms. Sanchez:

    B. Dear Miss Sanchez:

    C. Dear Mrs. Sanchez:

    D. Dear Amoreena:

    E. Dear Ms. Amoreena:

48. When a business letter uses a colon after the salutation and a comma after the complimentary close, it is said to be using

    A. closed punctuation.

    B. mixed punctuation.

    C. open punctuation.

    D. subject punctuation.

    E. limited punctuation.

49. Closed punctuation is sometimes seen in

    A. informal communication.

    B. domestic communication.

    C. international communication.

    D. governmental communication.

    E. complimentary communication.

50. Which of the following statements about multi-page letters is true?

    A. The page number should appear at the bottom of every page.

    B. Pages two and onward should feature the page number but not the date.

    C. Every page should be numbered.

    D. The heading on pages two and onward should include the recipient's name and address and the date.

    E. Pages two and onward should be printed on plain paper.

51. Which of the following is rarely used in business letters?

    A. a postscript

    B. a signature block

    C. an information notation

    D. a complimentary close

    E. a subject line

52. When choosing what paper to use for your letter, you should

    A. select a paper that is colorful to convey a cheerful attitude.

    B. usually use the cheapest paper to signify control of expenses.

    C. consider your reader and what message you want to convey.

    D. use the heaviest weight paper available, even if it is expensive.

    E. choose a paper that can fit into an envelope without needing to be folded.

53. Which elements are always included in the heading of a memo?

    A. Date, Address, To, Subject

    B. To, From, Date, Subject

    C. Address, To, Date, Close

    D. Title, Address, Subject, To

    E. To, From, Subject, Action

54. Sheena is writing a memo to her employees about an upcoming client meeting and is including a copy of the meeting's schedule. Which of the following should she note at the bottom of the memo?

    A. Enclosure

    B. Attachment

    C. Included

    D. Copy

    E. Addition

55. Which of the following statement about letter and memo reports is true?

    A. Both memo and letter reports should be printed using company letterhead.

    B. Letter reports need headers beginning on the second page, but memo reports do not.

    C. Both letter and memo reports use the standard *To*, *From*, *Date*, and *Subject* lines.

    D. Unlike traditional letters and memos, memo and letter reports may have charts and tables.

    E. Memo and letter reports should not include headings.

56. Which of the following statements about page layout for formal reports is true?

    A. All margins should be equal.

    B. The margin that you will be binding should be a half inch larger than the other margins.

    C. The top and bottom margins should be a half inch larger than the side margins.

    D. Margins should be no more than a half inch wide.

    E. The right and left margins should be an inch wide.

57. Which of the following is an argument for single-spacing within paragraphs?

    A. It saves space and is like the printing readers are used to, making reading easier.

    B. It makes it easier for the proofreader and printer to read and make corrections to.

    C. It is the traditional way of formatting a formal report.

    D. Single-spacing makes it easier to bind a formal report.

    E. It is less likely to interfere with the insertion of charts and graphs.

58. The best way to achieve true single, double, or triple spacing is by

    A. using the Enter or Return key.

    B. adjusting the point size of the skipped lines.

    C. modifying the style.

    D. using the Font tools to modify individual headings and text.

    E. using the Space bar.

59. Which of the following statements about indentation in formal reports is correct?

    A. Indents should be different sizes depending on whether or not the paragraph follows an illustration.

    B. The first line of each single-spaced paragraph should be indented.

    C. Indents should be no more than 1/2 inch.

    D. There is no standard distance of indentation.

    E. Double-spaced paragraphs do not need to be indented.

60. Which of the following statements about page numbers in formal reports is true?

    A. The title page is not numbered, even though it is the first page.

    B. Reports traditionally only use Arabic numerals.

    C. Small Roman numerals are commonly used in the main part of the report.

    D. Numbers should always be placed on the left side of the page.

    E. For reports with double-sided printing, page numbers should be placed at the bottom of the page.

61. Which of the following statements about headings in formal reports is true?

    A. All headings of various levels have much the same format.

    B. A given heading level must be used at least twice within that section of a report.

    C. It is acceptable for a subheading to directly follow a heading with no text between them.

    D. Headings should always be placed at the top of the page.

    E. Headings are most effective if they are centered.

62. What four elements are typically contained on the title page of a formal report?

    A. the publication date, the report title, the report's conclusion, the report website

    B. the name of the person for whom the report has been prepared, your company's name, your company's address, the date

    C. the report title, your name, your company's name, your company's address

    D. the report title, your name, the name of the person for whom the report has been prepared, the presentation date

    E. the report title, the presentation date, the number of pages in the report, your name

63. Luciana is assembling a formal report that she wrote for her company's executive board. The report covers a lot of complex financial information, so she included several tables to make it easier for the executives to locate specific numbers and see how they relate to one another. Which of the following would Luciana include to help the executives find specific tables?

    A. a bibliography

    B. a table of illustrations

    C. letters of transmittal

    D. an acknowledgements section

    E. a table of contents

64. Marcel's boss has asked him to put together a formal report on how their company can adopt more energy efficient practices in a cost-effective manner. Marcel conducts extensive research and uses information from many sources while writing the report. What should Marcel include to acknowledge his sources?

    A. a table of illustrations

    B. a table of contents

    C. a bibliography

    D. an acknowledgements section

    E. a memo of transmittal

65. Which of the following statements about brochures is true?

    A. Brochures are an out-of-date method of advertising.

    B. Customers purchasing high-value or high-risk items are likely to want brochures.

    C. You should try to fit as much information as possible into your brochures.

    D. You should write your message directly on your brochure to see how it relates to other visual elements.

    E. Brochures should focus on information and avoid persuasion.

66. When designing a brochure, you should

    A. stick to text as images can be distracting.

    B. place any images before including your text.

    C. include as many images as possible to keep it interesting.

    D. apply the Z-pattern or Gutenberg diagram only to the unfolded brochure.

    E. pay attention to how readers will see content when the brochure is folded and when it is open.

Short Answer Questions

67. Identify the four basic design principles and provide an example of each.

68. Differentiate between external and internal spacing, and explain how they help readers.

69. Explain the difference between serif and sans serif fonts, and explain how you would use them in a document.

70. Explain why it is important to choose colors carefully when composing business documents.

71. Think of a topic you might create a webpage for, then list 15 keywords you would use as part of your search engine optimization. How could you include these keywords in your webpage to help increase your search ranking?

72. Create a sample second-page heading for a letter report, being sure to include the necessary parts.

73. Create a sample memo heading. Be sure to include all required elements and correct formatting.

74. List the principles you should follow when including headings in a formal report.

75. When writing a brochure, you should add some persuasive elements. Give at least three examples of persuasive content.

Chapter 03 Designing Documents with Visual Appeal Answer Key

True / False Questions

1.   In order to be attractive, business documents must be created by graphic designers.

   <u>FALSE</u>

   Understanding a few basic design principles will allow you to create attractive business documents.

2.   Using bold to call attention to a key point in your report is an example of the principle of contrast.

   <u>TRUE</u>

   The principle of contrast means using typography, layout, color, and other visual elements to make the most important content readily accessible to the reader. One example of employing contrast is to make your key points bold.

3.   To help her client navigate a large document, Alaliyah sets her headings in 14 point, bold Times New Roman and sets her subheads in 12 point, italic Times New Roman. This is an example of alignment.

     <u>FALSE</u>

     This is an example of repetition, which is the repeated use of elements such as color, placement, fonts, and visuals to help the reader easily recognize where he or she is in a document.

4.   The principle of alignment means that you use conventions of typography, layout, color, and other visual elements to make sure that readers can easily access your most important content.

     <u>FALSE</u>

     This is the definition of contrast. Alignment refers to positioning the text and other elements on a page so that they look intentionally placed.

5. The term proximity is used to refer to the idea that elements that share similarities are placed together, while space or other means are used to separate text and other visual elements that are not similar.

    <u>TRUE</u>

    The term proximity is used to refer to the idea that elements that share similarities are placed together, while space or other means are used to separate text and other visual elements that are not similar.

6. The Gutenberg diagram and the Z-pattern both propose that the eye moves across the page from right to left.

    <u>FALSE</u>

    In both the Gutenberg diagram and the Z-pattern, the eye begins at the top left and moves across or through the page to end in the bottom right corner.

7. The white space on a page, such as the space between a block of text and an image, is referred to as external spacing.

    <u>TRUE</u>

    External spacing is the white space on a page.

8. The letters in a sans serif font have "feet" or "tails."

    <u>FALSE</u>

    The letters in a serif font have "feet" or "tails." Sans serif fonts lack this feature.

9.   Tertiary colors are created when you mix two secondary colors.

      <u>FALSE</u>

      Tertiary colors are created when you mix a primary color with a related secondary color.

10.   When using color to signify meaning, you should always choose colors according to your own

      preference.

      <u>FALSE</u>

      When using color to signify meaning, it is important to remember that colors have different

      meanings in different cultures, so your preference may not always be sending the message

      you intend. Furthermore, a notable percentage of the population is color blind, so it is

      important to use shading or some alternative so that your meaning is accessible to all readers.

11. Janice Redish proposes that Web pages be structured so that the main point is presented first, followed by supporting information, and finally historical or background data.

   TRUE

   An inverted pyramid structure, with the main point being presented first, followed by supporting information, and finally historical or background information, is recommended by Redish.

   AACSB: Reflective Thinking
   Accessibility: Keyboard
   Blooms: Understand
   Difficulty: 1 Easy
   Learning Objective: 03-05 Design documents for print and online reading.
   Topic: Designing Web Pages

12. Search engine optimization relies on keywords that are placed both in the visible content of a Web page and in the page's HTML.

   TRUE

   Search engine optimization relies on keywords that are placed both in the visible content of a Web page and in the page's HTML.

   AACSB: Reflective Thinking
   Accessibility: Keyboard
   Blooms: Remember
   Difficulty: 1 Easy
   Learning Objective: 03-05 Design documents for print and online reading.
   Topic: Designing Web Pages

13. The inside address is the letter writer's address.

FALSE

The inside address is the letter reader's address.

AACSB: Reflective Thinking
Accessibility: Keyboard
Blooms: Remember
Difficulty: 1 Easy
Learning Objective: 03-06 Format business letters according to commonly accepted practices.
Topic: How to Format Letters and Memorandums

14. The postscript contains information notations, such as *Enclosure*.

FALSE

Postscripts follow any information notations in a letter.

AACSB: Reflective Thinking
Accessibility: Keyboard
Blooms: Remember
Difficulty: 1 Easy
Learning Objective: 03-06 Format business letters according to commonly accepted practices.
Topic: How to Format Letters and Memorandums

15. A memo heading has four required elements: *To*, *From*, *Date*, and *Subject*.

TRUE

A memo heading has four required elements: *To*, *From*, *Date*, and *Subject*.

AACSB: Reflective Thinking

16. Informal business reports must be written in letter format and include the standard four elements: *To*, *From*, *Date*, and *Subject.*

<u>FALSE</u>

Informal business reports may be written in letter or memo format. When they are written in letter format, they must contain the return address or company letterhead, date, inside address, and salutation. When they are written in memo format, they must contain the standard *To*, *From*, *Date*, and *Subject* information in their heading.

17.	In a formal report, the title fly contains the report title, the name or names of the person or people for whom the report was prepared, the name or names of the people who prepared the report, and the date of the presentation or publication of the report.

	<u>FALSE</u>

	In a formal report, the title fly contains only the report title. The title page contains the report title, the name or names of the person or people for whom the report was prepared, the name or names of the people who prepared the report, and the date of the presentation or publication of the report.

18.	The acknowledgements section of a formal report is used to thank anyone who helped you write the report.

	<u>TRUE</u>

	The acknowledgements section of a formal report is used to thank anyone who helped you write the report.

19.   It is a good idea for your to use at least three fonts in a brochure to keep it consistent with the professional image of your company.

FALSE

A brochure can have one or two fonts, but more than that is not recommended.

Multiple Choice Questions

20. Deshauna creates a PowerPoint presentation for a proposal her team is giving to a potential client. She uses dark text on a light background and calls out important points and figures by making them bold. Which design principle do these choices represent?

    A. alignment

    B. contrast

    C. layout

    D. repetition

    E. proximity

Contrast involves using typography, layout, color, and other visual elements to ensure that your most important information is available to readers. One example of contrast is using dark text on a light background to help the text stand out. Another example is using bold to highlight important information.

21. Logan is writing a lengthy year-end report for the owners of his company. At the beginning of every section, he includes the company logo at the top of the page and centers and sets the title of the section in 16 point Times New Roman font. Within each section, he puts subheadings on their own line and sets them in bold. Together, these choices are best described as examples of which design principle?

A. repetition

B. alignment

C. contrast

D. proximity

E. white space

These design choices are examples of the principle of repetition, which is the repeated use of elements to help the reader easily recognize where he or she is in a document.

22. Miranda is working on a financial summary for company investors. In the document, she makes sure that the body of her text is positioned along the left side of the page, that her headings are centered, and that images are all placed along the right margin. Together, these choices are best described as examples of which design principle?

A. contrast

B. proximity

C. illustration

D. repetition

E. alignment

These are best described as examples of alignment, which is the deliberate positioning or placement of text and other elements on a page.

23. Hiro is writing a list of tasks that need to be done in order to get his company's new product to market. Some of these items can only be accomplished by certain departments, such as Marketing or Production, so instead of writing one long list, he breaks it down into a series of shorter lists that are separated by headings that name the department responsible for completing each list. Hiro is using the design principle of

A. contrast.

B. alignment.

C. proximity.

D. repetition.

E. filtering.

This is an example of the principle of proximity, in which similar elements appear together, while other elements that are not similar are separated by white space or some other means, such as a heading.

24. Which of the following statements about the Gutenberg diagram is true?

A. The Gutenberg pattern asserts that the eye is first drawn to the upper right hand corner of a page.

B. The Gutenberg diagram assumes that the reader's eyes are pulled across the page in a Z-pattern.

C. The Gutenberg diagram assumes that the eye is pulled diagonally from a document's start to its finish.

D. The Gutenberg diagram proposes that the most visually critical area of a text is the middle.

E. The Gutenberg diagram assumes that a routine message will begin with any actions that must be taken and will end by providing relevant details.

The Gutenberg diagram assumes that the eye is pulled diagonally from a document's start to its finish.

25.   Which of the following best describes external spacing?

A. the white space on a page

B. the margins of a page

C. the space between letters

D. the space between words

E. the cover page and back page of a report

External spacing refers to the white space on a page.

26.   Which of the following is true of internal spacing?

A. It is the white space on a page used to emphasize elements.

B. It refers to both vertical and horizontal spacing of text.

C. Vertical internal spacing should always be equal to 1/6 inch.

D. It is a set ratio that cannot be altered.

E. It is primarily used to help readers identify where they are in a document.

Internal spacing refers to both the vertical and horizontal spacing of text.

27. Bertina does not like the way one of her document headings looks when the font is increased, so she adjusts the space between the letters. Bertina is engaging in

   A. external spacing.

   B. contrast.

   C. leading.

   D. kerning.

   E. proximity.

   This is an example of kerning, which is adjusting the space between the letters in a word.

AACSB: Reflective Thinking

Accessibility: Keyboard

Blooms: Understand

Difficulty: 1 Easy

Learning Objective: 03-02 Lay out documents effectively to enhance readability and visual appeal.

Topic: The Principles of Document Design

28.   For a business document, you ideally want your margins to be

   A. at least 1 1/2 inches wide.

   B. as small as possible.

   C. larger on the top and bottom and smaller on the left and right.

   D. equal in size.

   E. twice as wide on the sides as on the top and bottom.

   For a business document, you ideally want all of your margins to be equal in size.

29.   A font that has little "tails" or "feet" is known as a _____ font.

   A. sans serif

   B. serif

   C. business

   D. proximity

   E. contrast

   Serif fonts have "tails" or "feet" on their letters.

30.   Serenity is crafting a letter to one of her clients to advise him of some changes in the forecasts for the coming year. It is important to her that it be easy to read, and she plans to print it out and send it in paper form. What type of font would best suit her purposes?

    A. a script font

    B. a sans serif font

    C. a serif font

    D. a proximity font

Serenity would be best served by a serif font. Serifs can help connect letters and make text more readable, particularly when it is in hard copy form, but they are not always good for documents that will be read on a screen.

31. Carlos would like to use multiple fonts to add some subtle variety to his document. Which of the following options would be the best choice?

    A. two sans serif fonts

    B. two serif fonts

    <u>C.</u> one serif font and one sans serif font

    D. two serif fonts and one sans serif font

    E. one script font and one serif font

If you decide to use more than one font in your document, you should limit your selection to one serif font and one sans serif font. More than two fonts results in a busy design, and selecting two fonts of the same type (two serif or two sans serif) leads to competition between the two. Having one serif font and one sans serif font makes it more likely that they will complement one another.

32. Which of the following measures determines a font's point size?

    A. the size of the font's serifs

    B. the average height of all letters in the font

    <u>C.</u> the height of the letter "x" in the font

    D. the width of the letter "m" in the font

    E. the height of a capital letter "A" in the font

The point size of a font is determined by the height of the letter "x" in that font.

33. Green, violet, and orange are all examples of _____ colors.

    <u>A.</u> secondary

    B. primary

    C. tertiary

    D. analogous

    E. complementary

Green, violet, and orange are all examples of secondary colors.

34.   Which of the following are complementary colors?

A. red violet and red orange

B. blue and violet

C. red and green

D. yellow and blue

E. orange and green

Red and green are complementary colors, which are colors that are across a color wheel from each other.

AACSB: Reflective Thinking

Accessibility: Keyboard

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 03-04 Understand the impact of color on business documents.

Topic: The Principles of Document Design

35. Which two colors should you mix to get a tertiary color?

<u>A.</u> yellow and orange

B. violet and blue violet

C. green and red

D. yellow green and blue green

E. orange and violet

Tertiary colors are created by mixing a primary color with a related secondary color. In this case, yellow (a primary color) and orange (a related secondary color) can be combined to create yellow orange (a tertiary color).

36.   Ahmed visits a website where he searches for specific information on that company's sales numbers. He clicks on links to reach relevant pages and skips pages that he knows won't contain the information he needs. What is this an example of?

A. the Gutenberg diagram of reader eye movement

B. the Z-pattern of data processing

C. the linear nature of online text

D. the nonlinear nature of online text

E. the F-pattern of reading

This is an example of the nonlinear nature of online text, which means that online readers do not start at the beginning and read until they reach the information they need. Rather, they skip about using searches and links to find what they really need.

37. Franklin visits a website where he skims the text at the top twice and then reads vertically down the left side of the page. Franklin is following the _____ of reading.

   A. Z-pattern

   B. Gutenberg pattern

   C. print pattern theory

   D. F-pattern

   E. linear pattern

This is an example of the F-pattern of reading, in which readers skim the text across the top of a webpage twice, then read vertically down the left side of the page.

38.   People usually follow _____ reading style when reading online.

A. an F-pattern

B. a Z-pattern

C. the Gutenberg diagram

D. a horizontal grid

E. a three-column pattern

When reading online, readers typically follow an F-pattern.

39. Most people visit websites in order to accomplish a task, so when designing a page, you should

A. always use complete sentences.

B. use a pyramid structure.

C. avoid using bullets.

D. present your main point first.

E. avoid fragments and abbreviations.

People often visit websites to accomplish a task, rather than to read the author's opinions on a subject, and they read online material in an F-pattern. With this in mind, it is a good idea to present your main idea first, where it will be immediately seen by page visitors.

AACSB: Communication

Accessibility: Keyboard

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 03-05 Design documents for print and online reading.

Topic: Designing Web Pages

40. Janice Redish recommends that you follow which of the following guidelines when presenting content online?

A. Always use a serif font in at least 10-point size.

B. Keep lines of text short, usually between eight and ten words.

C. Use underlining to emphasize important points.

D. Use light text on a dark background to appeal to most readers.

E. Avoid using italics or bold in the text.

Redish recommends using short line lengths that equal approximately eight to ten words per line.

AACSB: Reflective Thinking

Accessibility: Keyboard

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 03-05 Design documents for print and online reading.

Topic: Designing Web Pages

41. Which of the following best explains why it is a good idea to avoid using underlining in text?

A. Underlining represents links in electronic environments.

B. Underlining is an archaic method of signifying emphasis.

C. Underlining is difficult for readers to see in online documents.

D. Underlining obscures the text.

E. Underlining should only be used to identify book or movie titles.

Because underlining is used to designate links in electronic environments, writers should avoid using it to create emphasis and should instead use bold or italics.

AACSB: Communication

Accessibility: Keyboard

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 03-05 Design documents for print and online reading.

Topic: Designing Web Pages

42. Which of the following terms refers to the strategies, such as keyword use, that online writers use to ensure their websites appear at the top of search results?

A. nonlinear text creation

B. HTML coding

<u>C.</u> search engine optimization

D. F-pattern reading

E. Web accessibility initiative

Search engine optimization refers to the strategies that online content creators use to make sure their websites appear at the top of Internet searches.

AACSB: Communication

Accessibility: Keyboard

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 03-05 Design documents for print and online reading.

Topic: Designing Web Pages

43. To help make images accessible to everyone, online content creators should add alt-tags, which

    A. are keywords that will increase in size when the cursor is placed over them.

    B. describe the image and can be read by a screen reader.

    C. are a form of searchable HTML code.

    D. appear in bright, easy-to-see colors.

    E. ensure that the image will appear at the top of search results.

Alt-tags are text descriptions that can be added to images and read by screen readers so that visually impaired visitors can also benefit from the inclusion of images.

44. Which of the following statements about the four common letter formats is true?

    A. Letterhead usually appears at the bottom of a letter.

    B. Lines within paragraphs should having single-spacing.

    C. Paragraphs in letters should have first line indents.

    D. The date should be presented in numbers only.

    E. Courtesy titles should always be gender neutral.

All four common letter formats use single spacing within paragraphs and a double space to separate paragraphs.

AACSB: Reflective Thinking
Accessibility: Keyboard
Blooms: Remember
Difficulty: 2 Medium
Learning Objective: 03-06 Format business letters according to commonly accepted practices.
Topic: How to Format Letters and Memorandums

45. A visual rendering of your company's general contact information, its address, and often its logo, is referred to as

    A. an inside address.

    B. a social media address.

    C. letterhead.

    D. an attention line.

    E. a salutation.

Letterhead is a visual rendering of your company's general contact information, its address, and often its logo.

AACSB: Reflective Thinking

Accessibility: Keyboard

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 03-06 Format business letters according to commonly accepted practices.

Topic: How to Format Letters and Memorandums

46.	Felipe needs to write a letter to Salma, a manager at another company. However, he thinks it is important that the letter be addressed to the company rather than Salma directly. In this case, where should he first use Salma's name?

A. in the attention line

B. in the inside address

C. in the salutation

D. in the subject line

E. in the complimentary close

When a letter writer wants to emphasize the company address rather than an individual, the company's name and address should be included in the inside address and the attention line should be used to direct the letter to a specific individual.

47. Lance is an executive at a manufacturing company, and he needs to write a letter thanking Amoreena Sanchez, a partner at a law firm that sometimes represents his company in disputes, for the congratulatory bottle of champagne she sent to his office after they successfully defended against a lawsuit. Lance and Amoreena also happen to be good friends who grew up on the same block. How should Lance compose the letter's salutation?

A. Dear Ms. Sanchez:

B. Dear Miss Sanchez:

C. Dear Mrs. Sanchez:

D. Dear Amoreena:

E. Dear Ms. Amoreena:

A salutation should reflect your familiarity with the recipient and the formality of the situation. Because Lance and Amoreena know each other well and because this is not a formal situation, using the salutation "Dear Amoreena:" is appropriate.

48. When a business letter uses a colon after the salutation and a comma after the complimentary close, it is said to be using

   A. closed punctuation.

   B. mixed punctuation.

   C. open punctuation.

   D. subject punctuation.

   E. limited punctuation.

In mixed punctuation, you place a colon after the salutation and a comma after the complimentary close.

49.   Closed punctuation is sometimes seen in

   A. informal communication.

   B. domestic communication.

   C. international communication.

   D. governmental communication.

   E. complimentary communication.

Closed punctuation, which uses commas after the lines in the return and inside addresses and a period after the complimentary close, is used in some international communication.

50.   Which of the following statements about multi-page letters is true?

    A. The page number should appear at the bottom of every page.

    B. Pages two and onward should feature the page number but not the date.

    C. Every page should be numbered.

    D. The heading on pages two and onward should include the recipient's name and address and the date.

    E. Pages two and onward should be printed on plain paper.

When a letter has multiple pages, pages two and onward should be printed on plain paper (not letterhead) and should have the recipient's name, the page number, and the date. The page number should not be included on the first page.

51. Which of the following is rarely used in business letters?

A. a postscript

B. a signature block

C. an information notation

D. a complimentary close

E. a subject line

Postscripts are rarely used in business letters because they look like an afterthought, though they are sometimes used to add promotions to sales letters.

52.	When choosing what paper to use for your letter, you should

A. select a paper that is colorful to convey a cheerful attitude.

B. usually use the cheapest paper to signify control of expenses.

C. consider your reader and what message you want to convey.

D. use the heaviest weight paper available, even if it is expensive.

E. choose a paper that can fit into an envelope without needing to be folded.

When choosing what paper to write your letter on, you should consider your reader and the message you want to convey. While inexpensive paper may convey thrift to one client, another may see it as cheap.

AACSB: Reflective Thinking

Accessibility: Keyboard

Blooms: Understand

Difficulty: 2 Medium

Learning Objective: 03-06 Format business letters according to commonly accepted practices.

Topic: How to Format Letters and Memorandums

53. Which elements are always included in the heading of a memo?

    A. Date, Address, To, Subject

    B. To, From, Date, Subject

    C. Address, To, Date, Close

    D. Title, Address, Subject, To

    E. To, From, Subject, Action

A memo heading always includes these four elements: *To*, *From*, *Date*, and *Subject*.

AACSB: Communication

Accessibility: Keyboard

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 03-07 Format memorandums (memos) according to commonly accepted practices.

Topic: How to Format Letters and Memorandums

54. Sheena is writing a memo to her employees about an upcoming client meeting and is including a copy of the meeting's schedule. Which of the following should she note at the bottom of the memo?

A. Enclosure

B. Attachment

C. Included

D. Copy

E. Addition

Attachment or *Att.* is used in memos to indicate that an additional document is included with the memo. *Enclosure* serves a similar purpose with letters.

55. Which of the following statement about letter and memo reports is true?

A. Both memo and letter reports should be printed using company letterhead.

B. Letter reports need headers beginning on the second page, but memo reports do not.

C. Both letter and memo reports use the standard *To*, *From*, *Date*, and *Subject* lines.

D. Unlike traditional letters and memos, memo and letter reports may have charts and tables.

E. Memo and letter reports should not include headings.

Unlike traditional memos and letters, memo and letter reports may include illustrations such as charts and tables.

56. Which of the following statements about page layout for formal reports is true?

A. All margins should be equal.

B. The margin that you will be binding should be a half inch larger than the other margins.

C. The top and bottom margins should be a half inch larger than the side margins.

D. Margins should be no more than a half inch wide.

E. The right and left margins should be an inch wide.

Because a formal report is bound, you need to add an extra half inch on the side that will be bound. For example, for a single-sided, left-bound report, the left margins of the pages should be half inch larger.

AACSB: Reflective Thinking

Accessibility: Keyboard

Blooms: Remember

Difficulty: 1 Easy

Learning Objective: 03-09 Format formal business reports.

Topic: Organizing Reports

57. Which of the following is an argument for single-spacing within paragraphs?

A. It saves space and is like the printing readers are used to, making reading easier.

B. It makes it easier for the proofreader and printer to read and make corrections to.

C. It is the traditional way of formatting a formal report.

D. Single-spacing makes it easier to bind a formal report.

E. It is less likely to interfere with the insertion of charts and graphs.

People who argue in favor of single-spacing note that it saves space and facilitates reading because is like the printing readers are used to.

58.   The best way to achieve true single, double, or triple spacing is by

    A. using the Enter or Return key.

    B. adjusting the point size of the skipped lines.

    C. modifying the style.

    D. using the Font tools to modify individual headings and text.

    E. using the Space bar.

To achieve true single, double, or triple spacing, you should modify the style to the spacing you need. This will ensure that it is applied uniformly.

59.   Which of the following statements about indentation in formal reports is correct?

    A. Indents should be different sizes depending on whether or not the paragraph follows an illustration.

    B. The first line of each single-spaced paragraph should be indented.

    C. Indents should be no more than 1/2 inch.

    <u>D.</u> There is no standard distance of indentation.

    E. Double-spaced paragraphs do not need to be indented.

There is no standard distance of indentation.

60. Which of the following statements about page numbers in formal reports is true?

A. The title page is not numbered, even though it is the first page.

B. Reports traditionally only use Arabic numerals.

C. Small Roman numerals are commonly used in the main part of the report.

D. Numbers should always be placed on the left side of the page.

E. For reports with double-sided printing, page numbers should be placed at the bottom of the page.

In a formal report, a number is not placed on the title page, even though it is page one.

61. Which of the following statements about headings in formal reports is true?

A. All headings of various levels have much the same format.

B. A given heading level must be used at least twice within that section of a report.

C. It is acceptable for a subheading to directly follow a heading with no text between them.

D. Headings should always be placed at the top of the page.

E. Headings are most effective if they are centered.

A given heading level must be used at least twice within that section of a report.

62. What four elements are typically contained on the title page of a formal report?

    A. the publication date, the report title, the report's conclusion, the report website

    B. the name of the person for whom the report has been prepared, your company's name, your company's address, the date

    C. the report title, your name, your company's name, your company's address

    D. the report title, your name, the name of the person for whom the report has been prepared, the presentation date

    E. the report title, the presentation date, the number of pages in the report, your name

The title page of a formal report should contain the report title, your name, the name of the person for whom the report has been prepared, and the presentation date.

63. Luciana is assembling a formal report that she wrote for her company's executive board. The report covers a lot of complex financial information, so she included several tables to make it easier for the executives to locate specific numbers and see how they relate to one another. Which of the following would Luciana include to help the executives find specific tables?

A. a bibliography

B. a table of illustrations

C. letters of transmittal

D. an acknowledgements section

E. a table of contents

A table of illustrations is used to list the visuals presented in a report.

64. Marcel's boss has asked him to put together a formal report on how their company can adopt more energy efficient practices in a cost-effective manner. Marcel conducts extensive research and uses information from many sources while writing the report. What should Marcel include to acknowledge his sources?

A. a table of illustrations

B. a table of contents

C. a bibliography

D. an acknowledgements section

E. a memo of transmittal

A bibliography or references section at the end of the report is used to give credit to your sources.

65. Which of the following statements about brochures is true?

    A. Brochures are an out-of-date method of advertising.

    B. Customers purchasing high-value or high-risk items are likely to want brochures.

    C. You should try to fit as much information as possible into your brochures.

    D. You should write your message directly on your brochure to see how it relates to other visual elements.

    E. Brochures should focus on information and avoid persuasion.

Although most companies do a large part of their advertising online, consumers interested in making high-cost or high-risk purchases are likely to want brochures.

AACSB: Reflective Thinking
Accessibility: Keyboard
Blooms: Remember
Difficulty: 2 Medium
Learning Objective: 03-10 Design a brochure.
Topic: Designing Brochures

66.   When designing a brochure, you should

        A. stick to text as images can be distracting.

        B. place any images before including your text.

        C. include as many images as possible to keep it interesting.

        D. apply the Z-pattern or Gutenberg diagram only to the unfolded brochure.

        E. pay attention to how readers will see content when the brochure is folded and when it is open.

When doing the layout of your brochure, you should consider how it will look to readers when it is open and when it is folded up.

AACSB: Communication
Accessibility: Keyboard
Blooms: Understand
Difficulty: 2 Medium
Learning Objective: 03-10 Design a brochure.
Topic: Designing Brochures

Short Answer Questions

67.   Identify the four basic design principles and provide an example of each.

Students should correctly list the four design principles: contrast, repetition, alignment, and proximity. Examples of each principle will vary.

68.   Differentiate between external and internal spacing, and explain how they help readers.

Answers should note that external spacing is the white space on a page, while internal spacing refers to the vertical and horizontal spacing of text. Answers should go on to explain that external spacing can emphasize text or graphics by setting them apart and thus helps increase readability, while internal spacing primarily helps with readability by ensuring that each letter is distinct.

69. Explain the difference between serif and sans serif fonts, and explain how you would use them in a document.

Answers should note that serif fonts have "tails" or "feet," while sans serif fonts do not. Answers on how to use these fonts in a document will vary, but should mention including no more than two fonts.

AACSB: Communication
Accessibility: Keyboard
Blooms: Apply
Difficulty: 2 Medium
Learning Objective: 03-03 Choose fonts that enhance readability and visual appeal.
Topic: The Principles of Document Design

70. Explain why it is important to choose colors carefully when composing business documents.

Answers will vary, but should note that some color combinations tend to be more appealing than others, that colors have different meanings in different cultures, and that some readers may have color-blindness, making it difficult for them to see certain colors.

AACSB: Reflective Thinking
Accessibility: Keyboard
Blooms: Analyze
Difficulty: 2 Medium
Learning Objective: 03-04 Understand the impact of color on business documents.
Topic: The Principles of Document Design

71. Think of a topic you might create a webpage for, then list 15 keywords you would use as part of your search engine optimization. How could you include these keywords in your webpage to help increase your search ranking?

Answers will vary, but students should note that keywords can be incorporated into webpage meta-descriptions, used in page headings and titles, added to the page's URL, and turned into links to other pages on the website.

AACSB: Communication
Accessibility: Keyboard
Blooms: Apply
Difficulty: 3 Hard
Learning Objective: 03-05 Design documents for print and online reading.
Topic: Designing Web Pages

72. Create a sample second-page heading for a letter report, being sure to include the necessary parts.

Answers will vary, but should include the name of the addressee, the date, and the page number. These may be arranged across a single line with ample space between each element, or along the left margin with each element on its own line.

AACSB: Communication
Accessibility: Keyboard
Blooms: Apply
Difficulty: 2 Medium
Learning Objective: 03-06 Format business letters according to commonly accepted practices.
Topic: How to Format Letters and Memorandums

73. Create a sample memo heading. Be sure to include all required elements and correct formatting.

Answers will vary, but should match the following format:

To: Salvador Mendez

From: Ian Camuto

Date: September 23, 2017

Subject: New Project Manager

74.   List the principles you should follow when including headings in a formal report.

Answers should list the following principles:

1. All headings of the same level should have the same formatting and placement on the page.

2. Each heading level must have a distinct format.

3. Headings of the same level must be grammatically parallel within the same section of the report.

4. There should always be at least two headings of the same level within the same section of the report.

5. Text should be placed between all headings to avoid stacked headings.

75.   When writing a brochure, you should add some persuasive elements. Give at least three examples of persuasive content.

Answers will vary, but students may note that persuasive content can be presented in the form of product reviews, customer testimonials, data about a product's functionality, or visuals of satisfied customers enjoying the product or service.

AACSB: Communication
Accessibility: Keyboard
Blooms: Understand
Difficulty: 2 Medium
Learning Objective: 03-10 Design a brochure.
Topic: Designing Brochures