

## Graphic Art Exam Outline

- Elements of Graphic Art
- Principles of Graphic Art
- What are illusions? What types are there? And what effects do they have on the viewer?
- Know how to identify the elements of art and how they have changed throughout a logo's evolution. Also know how this has affected the principles of art related to that logo.
- Know the icon, name and function of various Photoshop tools: marquee tool, palette, paint bucket, dodge, burn, sponge, sharpen, blur, smudge, gradient, clone, and lasso tools.
- Know how to use various items in Photoshop to manipulate an image: polygon lasso tool, image selection, feathering, layering types, adjustment layers, smart objects, etc.
- Know how to create a poster on Illustrator or Photoshop using various layers, select all, free transform and text tools.
- Know the icon, name and function of various Illustrator tools: Pen tool, zoom, direct and indirect selection tools, type tool, line tool, shapes, etc.
- Know how to use Illustrator to create compound shapes by uniting, excluding, minus front and intersecting.
- Know how to align objects and text in Illustrator.
- Know what important elements should be included in a promotional poster or pamphlet and how to balance it properly.
- Be able to explain why a logo is effective, how to create an effective one and build it in Illustrator.
- \* Know the differences between .pdf, .psd., .jpg, .ai, .png file formats and how to use each in Photoshop and Illustrator.
- Compare and contrast Facebook and Edmodo.
- Know how to develop a brand and market it using graphics.

- Know what graphic artists do.
- What are the basic rules of website design and how to apply them.
- Know how to recognize the various layers in magazine covers, album covers and other print media.
- Know what motivates companies to reinvent themselves.
- Know how to set up artboards and manipulate their size in Illustrator.
- Know the important elements that go into building a poster, pamphlet, album cover, magazine.