<u>**Sample Adobe Creative Suite Assessment Questions**</u>

Multiple choice
1. **You are uploading an image scan of a sketched design concept to Adobe Illustrator. Select the command to transform this raster image into a vector file.**
   a. Object > Image Trace > Make

Correct! You can use image trace and its diverse range of presents to create a stylized vector file with which to polish and refine.
   b. Object > Path > Outline Stroke

Incorrect. That command converts a stroke, an object's color outline, into an object itself. Try again? Hint: How would you create a silhouette of the image?
   c. Object > Rasterize

Incorrect. That command converts a vectorized object into a raster image. Try again? Hint: How would you create a silhouette of the image?
   d. Object > Blend > Blend Options

Incorrect. That more advanced command will help you create blends between two or more objects. Try again? Hint: How would you create a silhouette of the image?

2. **To extend the length of your type, you want to change the kerning, the size of the spaces between the letters in a typeface. Select the command that will change the kerning on Adobe Creative Suite applications.**

   a.

Incorrect. That command changes the leading, the space between lines of text. Try again?

   b.

Incorrect. That command changes the horizontal scale of the text. Try again?

   c.

Incorrect. That command will shift a character up or down relative to the baseline. Try again?

   d.

Correct! Increasing this number value will increase the kerning.

3. **While designing an InDesign file, you want to create a traced outline that will help you follow the rule of thirds. Select the command that will create a layout to help you with your composition.**
   a. Object > Fitting > Frame Fitting Options

Incorrect. This command will help you alter the presents of frames around boxes, images, and other objects. Try again?
   b. Layout > Create Guides

Correct! You can create rows and columns of guides to help you arrange your layout accordingly.
   c. Layout > Numbering and Sections Options

Incorrect. This command will help you number pages, chapters, and sections. Try again?
   d. View > Grids & Guides > Show Baseline Grid

Not quite, though the baseline grid can also help you align text, images, and other objects. Try again?

Short answer
4. **Help! Your boss wants you to create a ¼ page ad for the community newspaper. What Adobe application(s) would you use to design and exporting the final file? Please explain your choice with a short rationale about why this application works the best for your needs (max: 300 words).**

5. **Help! The board wants you to create a logo to represent this year's fundraising gala. What Adobe application(s) would you use to design and export the final file? Please explain your choice with a short rationale about why this application works the best for your needs (max: 300 words).**

[personalized feedback]

Sample WCAG assessment questions

Multiple choice
1. **What is the minimum contrast ratio WCAG recommends in a visual presentation of text and images of text?**
   a. 2:4
Failed Attempt: Not quite! Try again?
   b. 3:1
Close! A 3:1 minimum contrast ratio only applies to large-scale text. Try again?
   c. 7:1
Not quite, although 7:1 does meet the minimum contrast ratio. Try again?
   d. 4.5:1
Correct! WCAG recommends a 4:5:1 ratio to help users with moderately low visual acuity. Read more about their rationale for their chosen ratios [here](#).

2. **What are some other methods you can use in addition to color to convey information accessibly? *[Check all that apply.]***
   a. Add dropshadowing to text.
   b. Add audio options alongside text.
   c. Allow users to zoom in on images and text.
   d. Resize the text to a larger size.
[all options] Correct! These are all methods you can use to make your graphics more accessible.
Incorrect attempts: Whoops! Looks like you missed a few options. Try again?

3. **Which of the following do not require a contrast ratio requirement? *[Check all that apply.]***
   a. Logomarks
   b. Decorative text
   c. Captions
Incorrect. Captions can actually help vision-impaired users!
   d. Copyright text
Incorrect. Important, non-decorative text must be accessible to users.
   e. Navigation menus
Incorrect. An active navigation menu must be accessible to users.
[a&b] Correct! Correct. Both logomarks and decorative text do not contain essential information to users.

4. **Which of the text sizes below meets the WCAG guidelines for large-scale text?**
    a. 9 points

Not quite. 9 points is the often recommended minimum readable text size. Try again?

    b. 12 points

Not quite, though 12 points is a common text size of a document's body paragraphs. Try again?

    c. 14 points

Not quite! Try again?

    d. 18 points

Correct! Note that a 14-point bold text-size also meets this minimum as well.

5. **What is the enhanced minimum contrast ratio WCAG recommends in a visual presentation of text and images of text?**
    a. 3:1

Close! A 3:1 minimum contrast ratio only applies to the minimum contrast ration of large-scale text. Try again?

    b. b. 1:3

Not quite. Try again?

    c. 7:1

Correct! WCAG recommends a 7:1 ratio to help users with 20/80 visual acuities. Read more about their rationale for their chosen ratios here.

    d. 1:7

Not quite. Try again?

Sample web and print file assessment questions

Matching list

1. **Match the four file types below with their correct definitions.**

png
tif
pdf
jpg

1a. A ___[png] file is the best format to save a web file with a transparent background and/or sharp contrast values (such as an illustration).

1b. A ___ [tif] file is the best format to save a high-quality print file with multiple pages and/or a transparent background.

1c. A ___[pdf] file is the best format to save a portable document file that can be easily accessed and shared.

1d.A ___ [jpg] file is the best format to save a web file that can be easily compressed, accessed, and shared.

Incorrect attempt: Not quite. Hint: Can you remember what these file types stand for?

Correct! Knowing the distinctions between each of these file types will ensure your images always meet proper web specifications and printer guidelines.

Fill-in-the-blank

1. **Resolutions: Web files are saved at __ ppi (pixels per inch) while print files are saved at __ ppi.**

Correct! Memorizing the ideal web and print resolutions will ensure your images always appear crisp and high-quality. As you become more advanced in design, you can also consider when and how to alter these standards in unique situations.

Incorrect attempts: Not quite. Try again?

2. **Color profiles: Web files are saved in a __ color mode while print files are saved in a __ color mode.**

Correct! Memorizing the ideal color profiles for print and web files will ensure your images always appear crisp and high-quality. Remember, too, that CYMK stands for the four process colors, Cyan, Magenta, Yellow, and Key (or Black) while RBG stands for Red, Blue, and Green.

Incorrect attempts: Not quite. Try again? Hint: Consider what these color modes stand for. Can you deduce which is subtractive (pigment-based) and which is additive (light-based)?

Multiple choice

3. **What values will give you "rich black," the richest and most concentrated shade of black achievable in a CYMK document?**
    a. C – 75, Y – 68, M – 67, K – 90

Correct! This combination uses more ink, creating a richer and more saturated black.

   b. C – 0, Y – 0, M – 0, K – 100

Incorrect. This combination creates true black, which should be used in RGB documents and sometimes in very small sections of ink to prevent ghosting, or rainbow-like streaks of ink. Try again? Hint: How would adding more of the process colors affect the final ink color?

   c. C – 50, Y – 50, M – 50, K – 100

Incorrect. Try again?

   d. C – 70, Y – 35, M – 40, K – 100

Incorrect. This combination creates cool black. Try again?

4. As you are completing your design, you decide to add a print bleed to your Adobe InDesign file to ensure your image will print to the paper's edge without any margins. Select the command that will help you create a new bleed area.
    a. Layout>Create Guides

Not quite. That command will help you create a guide layout. Hint: How do you alter a document's presets?

   b. File>Document Setup

Correct! This command will help you add and alter margins, bleeds, and other document presets.

   c. Layout>Margins & Columns

Not quite. That feature is used to adjust the margins, which provide blank areas of space around the edges of the page. Hint: How do you alter a document's presets?

       d. Object>Corner Options

Not quite. That command will alter the appearance of an object's corners. Hint: How do you alter a document's presets?