CPSC 344 – Week 11 Pre-Reading Quiz

This quiz covers: Week 11 pre-readings

1. Which of the following are good visual design guidelines for choosing colours:
   (a) Red and green should be avoided for critical colour distinction because red-green colour blindness is common in the human population
   (b) Complementary colours should always be avoided
   (c) Lower contrast and lighter colours are more effective for evoking feeling of calm, relaxed, etc.
   (d) Both (a) and (c).
   (e) Both (a) and (b).

2. Which of the following is NOT a good guideline for choosing fonts?
   a. Fonts should be chosen to reflect the emotional tone you are trying to convey with your design.
   b. Italic fonts are a readable way to creating emphasis for small font sizes.
   c. All caps generally should be avoided for large blocks of content, but is OK for headings.
   d. Fonts can be chosen to give off an ‘informal’ or ‘formal’ feeling to a design.

3. Select all that are not true about sans-serif fonts.
   a. Sans-serif fonts are easier to read because they are ‘cleaner’ and thus take less cognitive power to process.
   b. Sans-serif fonts are easier to read at small font sizes on screen because of the limitations of pixel sizes/densities (i.e., aliasing) for rendering serifs.
   c. Sans-serif fonts are typically used in print publications for body text because they use less ink.
   d. The more ‘geometric’ a sans-serif font is, the more difficult it is to read because characters are too similar to differentiate.

4. Which is NOT true about saturated colours:
   a. They evoke energy, vividness, brightness and warmth.
   b. They always provide contrast and thus are easy to read.
   c. They are difficult to read if they are overused.
   d. They are typically used to draw attention to a specific UI element.

5. What is the difference between the Gestalt principles: Proximity and Similarity?
   a. The Proximity principle states that if two things are visually similar, viewers will associate them with each other. The Similarity principle states that when things are put close together, viewers will also associate them with one another.
   b. The Proximity principle states that we tend to see continuous forms when groups of items are lined up. The Similarity principle states that similar objects should always be located far away from each other.
c. The Proximity principle states that when things are put close together, viewers will associate them with one another. The Similarity principle states that if two things are visually similar, viewers will also associate them with each other.

d. The Proximity principle states that we tend to see continuous forms when groups of items are lined up. The Similarity principle states that similar objects should always be located close to each other.

6. In hours, approximately how long did it take you to complete the pre-reading material and the quiz? (This question is optional, and will be used only for course development purposes).