

**THE NEW ENGLAND
INSTITUTE OF ART**

GD107

TYPE AND LAYOUT

**INSTRUCTIONS,
FIELD TRIP QUIZ**

INSTRUCTOR

Donna Stepien

MIT Press Bookstore
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**YOU MUST TAKE A
LOW-RES PHOTOGRAPH
OF EACH OF THE TWO
BOOKS, ON THE SHELF
AT THE MIT PRESS
BOOKSTORE, AND
SEND THEM TO ME NO
LATER THAN NOON
WEDNESDAY 8 AUGUST
TO RECEIVE CREDIT FOR
THIS QUIZ.**

**THIS QUIZ IS
DOUBLE-WEIGHTED AND
WILL NOT BE ACCEPTED
AFTER THE START OF
CLASS 9 AUGUST 2012.**

Name _____

Choose TWO Graphic Design / Visual Communication books at the MIT Press Bookstore. Answer these questions:

- a. name of book
- b. author(s)/editor(s),
- c. publisher
- d. publication date
- e. ISBN
- f. one-sentence description of the topic ("this book is about...")
- g. what about the use of typography in the layout and design of the book is especially noteworthy (use typographic terminology used in class, on handouts and in your textbooks)

Identify the most obvious of each of the following in the typographic layout of the book:

- h. Element of Art (line, shape, value, space, texture, color)
- i. Principle of Design (contrast, proportion, balance, harmony, rhythm, unity, perspective)
- j. Gestalt Law (proximity, similarity, continuity, symmetry, closure, relative size, figure/ground)

Write your answers in the appropriate places below (5 points each).

Book 1

- a. name _____
- b. author(s)/editor(s) _____
- c. publisher _____
- d. publication date _____
- e. ISBN _____
- f. this book is about:

g. noteworthy use of typography:

- h. Element of Art. Circle one: line, shape, value, space, texture, color
- i. Principle of Design. Circle one: contrast, proportion, symmetrical balance, asymmetrical balance, harmony, rhythm, unity, perspective
- j. Gestalt Law. Circle one: proximity, similarity, continuity, symmetry, closure, relative size, figure/ground)

Book 2

- a. name _____
- b. author(s)/editor(s) _____
- c. publisher _____
- d. publication date _____
- e. ISBN _____
- f. this book is about:

g. noteworthy use of typography:

- h. Element of Art. Circle one: line, shape, value, space, texture, color
- i. Principle of Design. Circle one: contrast, proportion, symmetrical balance, asymmetrical balance, harmony, rhythm, unity, perspective
- j. Gestalt Law. Circle one: proximity, similarity, continuity, symmetry, closure, relative size, figure/ground)