MAC221 - EDITING & GAPHICS OF COMMUNICATION SUMMARY

The phrase "Editing and Graphics of Communication" has _____content words and _____structural words.
three, two

_____ is a process of enhancing the quality of texts or graphics through amendment, as well as addition and subtraction of materials.
Editing

_____ is an improvement process by which a graphic item is made adequately readable, understandable or communicable.
Editing

_____ can be done on images as well as on texts.
Editing

Editing can be done on _____ as well as on texts.
images

Editing can be done on images as well as on_____.
texts

Different kinds of editing that can be performed on texts including structural copy as well as_____.
proofreading

Most layout and graphic software applications like Photoshop, QuarkXPress and Corel Draw (and Corel Photo Paint) have the capacity to_____, as well as manipulate graphics and texts.
edit

Most layout and graphic software applications like Photoshop, QuarkXPress and Corel Draw (and Corel Photo Paint) have the capacity to edit, as well as manipulate _____and texts.
graphics

Most layout and graphic software applications like _____ have the capacity to edit, as well as manipulate graphics and texts.
Photoshop, QuarkXPress and Corel Draw (and Corel Photo Paint)

The more the number of professionals who edit a graphic or editorial item the more the quality improves.
True

In editing two heads are better than one.
True

Part of this course is devoted to _____ and graphic editing.
editorial

Part of this course is devoted to editorial and _____ editing.
graphic

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_____ are texts, drawings, designs, illustrations or images that are deliberately created via a medium by hand or some other means in a manner that makes visual, cultural, aesthetic or commercial meaning.
Graphics

The creator of a graphic may draw _____from himself, some other beings or from his or her environment.
an inspiration

Graphics can be _____or artistic.
functional

Graphics can be functional or_____.
artistic

When graphics are_____, it means that they are not mere impression but actually useful or are performing some particular functions.
functional

When graphics are functional it means_____
they are not mere impression but actually useful or are performing some particular functions

The texts and photographs you see in newspapers are published to_____ and educate
inform

The texts and photographs you see in newspapers are published to _____ and inform.
educate

When graphics are_____, they are created for style to invoke or provoke one's sense of aesthetics and create some fantasy, feeling or figment of imagination.
artistic

When graphics are artistic_____
they are created for style to invoke or provoke one's sense of aesthetics and create some fantasy, feeling or figment of imagination

_____ is the transmission of a message from one point to another that produces some effect.
Communication

_____ define communication as 'the transmission of information, ideas, skills and emotions e.t.c by the use of symbols-words, pictures, groups e.t.c. it is the act or process of transmission that is usually called communication'.
Berelson and Steiner (1964)

Berelson and Steiner (1964) define _____ as 'the transmission of information, ideas, skills and emotions e.t.c by the use of symbols-words, pictures, groups e.t.c. it is the act or process of transmission that is usually called communication'.
Communication

_____ define communication as 'the process by which an individual (the communicator) transmits stimuli (especially verbal) to modify the behavior of other individuals (the audience).
Hovland, Janis and Kelley (1953)

Where there is no_____ then communication is one-way.
response

Where there is no response then communication is ____-way.
one

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But when there is response communication has been done.
True

_____ is an improvement process
editing

_____ are texts or designs that are created.
graphics

Communication is the process of _____ a meaningful message from one point.
transmitting

Communication is the process of transmitting a _____ message from one point.
meaningful

Communication is the process of transmitting a meaningful _____ from one point.
message

_____ means the creation of graphics to make meaning.
Graphics of communication

_____ is the process of improving texts or graphics that are created to be transmitted or communicated meaningfully.
Editing and graphics of communication

_____ is the process of producing and improving graphics for information, education and entertainment.
Editing and graphics of communication

When graphics educate, inform and entertain_____
they are said to make the right meaning.

When a graphic makes the right meaning____
it implies that it has been transmitted as a message, instruction, idea or an impression

_____ is simply the process of producing graphics to communicate to an audience.
Graphic communication

Graphic communication is simply the process of producing _____to communicate to an audience.
graphics

The term "culturally meaningful" means that what you are communicating must be doing one, two, three or four of the following:
• Persuading
• Informing
• Educating
• Entertaining

_____ occupies a major place in visual communication, which, as the term suggests, is communication through two or three-dimensional visual aids and forms
Graphic communication

Records from Egypt predate _____ was used by the Egyptians as a material on which to plan the building of pyramids
Papyrus

From_____, the Greeks played a major role in geometry.
600–250 BC

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From 600–250 BC, the _____ played a major role in geometry.
Greeks

From 600–250 BC, the Greeks played a major role in_____.
Geometry
The _____ used graphics to represent their mathematical theories such as the Circle Theorem and the Pythagorean Theorem.
Greeks

The Greeks used _____ to represent their mathematical theories such as the Circle Theorem and the Pythagorean Theorem.
graphics

In the recent time, _____ have been made more powerful and are now capable of drawing both basic and complex shapes and designs.
computers

3D computer graphics became possible in the late _____ with the powerful SGI computers
1980s

The _____ remains one of the most popular tools for computer graphics in graphic design studios and businesses.
Macintosh

There are _____ main types of graphics
two

There are two main types of graphics namely:_____ and bitmaps.
vector graphics

There are two main types of graphics namely: vector graphics and _____.
bitmaps

The following diagrams are examples of vector graphics.

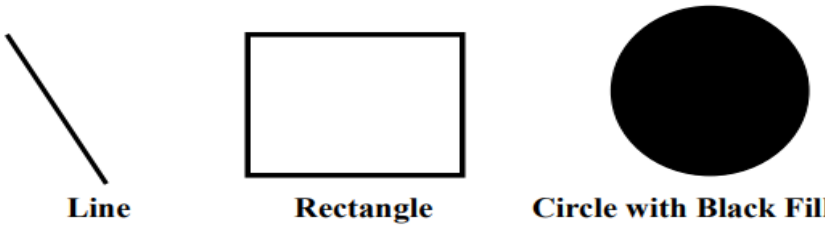

Figure 1: Examples of Vector Graphics: Line, Rectangle, Circle (with black fill)

_____ are those which can be created straightaway on a computer without engaging a third party system or facilitation.
Vector graphics

_____ are generally referred to as graphic primitives and they, especially the shapes, are generated from a set of programmed algorithms that determine their positions, length as well as their directions.
Vector graphics

_____or rasterised images (as technical persons and engineers prefer to call them) cannot be imputed into your system without the use of an application independent of your computer.
Bitmaps

Bitmaps are technically known as_____
rasterised images

_____ consist of tiny square shaped picture elements which are called pixels
Bitmaps

Bitmaps consist of tiny square shaped picture elements which are called_____
pixels

Bitmaps are also called_____.
pixilated graphics

Each _____ is the small dot that a computer can recognise.
pixel

Each pixel is the _____that a computer can recognise.
small dot

Each pixel is the _____ dot that a computer can recognise.
small

Each pixel is the small _____ that a computer can recognise.
dot

Each pixel is the small dot that a _____ can recognise.
computer

Each pixel is the small dot that a computer can_____.
recognise

Each pixel maps a _____ in an image and has numerical color forms, each with a value.
location

Each pixel maps a location in an image and has numerical color forms, each with a_____.
value

Each pixel maps a location in _____ and has numerical color forms, each with a value.
an image

The photograph you take with your camera is a classic example of a _____
bitmap graphic

With the use of a_____ you can input a bitmap image into your computer.
scanner

With the use of a scanner you can input a bitmap image into your computer.
True

Many _____ resolution scanners exist that can give high quality scans.
high

Many high _____ scanners exist that can give high quality scans.
resolution

Many high resolution _____ exist that can give high quality scans.
scanners

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Many high resolution scanners exist that can give high quality_____.
scans

_____ are ready-made images that can be imported from elsewhere into an application for use or editing
Clip art

You can get bitmap images from other sources such as _____ and internet.
clip art

You can get bitmap images from other sources such as clip art and_____.
internet

Without_____, graphics becomes frustrating, chaotic and annoying.
editing

Without editing, _____ becomes frustrating, chaotic and annoying.
graphics

Without editing, graphics becomes_____, chaotic and annoying.
frustrating

Without editing, graphics becomes frustrating, _____ and annoying.
chaotic

Without editing, graphics becomes frustrating, chaotic and_____.
annoying

_____ is the improvement process that must be carried out for graphics to perform the communication role of persuasion, education, information and entertainment.
Editing

The process of producing and improving graphics for information, education and entertainment is called_____
Editing

_____ graphics can be used in any application
vector

_____ must be saved in some formats before they can be usable.
bitmap images

The bitmap file formats include the following

- JPEG
- TIFF
- PDF
- PSD
- CPT

_____ is a standard format for image compression developed by the Joint Photographic Experts Group (chiefly in the United States).
JPEG

JPEG is an acronym for_____
Joint Photographic Experts Group

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_____ can be used on any color mode from the 8-bit grayscale, to the 32-bit CYMK (Cyan, Yellow, Magenta, and Black).
JPEG

The _____ system can compress an image file from 2 which is low compression and high quality to 255 (high compression but low quality) and still have an appreciable amount of quality that can be used in publishing.
JPEG

TIFF stands for_____
Tagged Image File Formats

TIFF is not widely used as JPEG because_____
it supports up to seven encoding schedules, though it is applicable in both grayscale and color undertakings

The different encoding routines means_____
there are different versions of TIFF

Every designer using the _____ graphic application must be used to the PSD file format.
Adobe Photoshop

Every designer using the Adobe Photoshop graphic application must be used to the _____ file format.
PSD

The _____ file is the Adobe Photoshop default file saving format.
PSD

The PSD file is the _____ default file saving format.
Adobe Photoshop

The PSD file is the Adobe Photoshop _____ file saving format.
default

_____ format is so native to Photoshop that it may not work successfully or at all in some other applications.
PSD

Before you can use _____in other systems it has to undergo some changes in its properties.
PICT

Before you can use PICT in other systems it has to undergo some changes in its_____.
properties

_____ files have similar limitations as they function only perfectly well in Mac Operating System
PICT

PICT files have similar limitations as they function only perfectly well in _____.
Mac Operating System

PDF stands for_____
Portable Document Format

The _____ is perhaps the post popular file compression format.
PDF or Portable Document Format

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The _____ system is based on the PostScript imaging system which displays with high precision contents that have been compressed.
PDF

MPEG is an acronym for_____
Moving Pictures Experts Group

_____ is a standard for compressing both audio and audio data in a way that they can be stored or transmitted.
Moving Pictures Experts Group

_____ is the moving version of JPEG.
MPEG

MPEG is the moving version of_____.
JPEG

_____ computer graphics are the computer-based digital images that are generated mostly from two-dimensional models.
Two-dimensional

_____ will not normally show all sides of an object but they can adequately represent objects.
2-D graphics

_____ dimensional drawings are more vivid in engineering designs
Three

Three dimensional drawings are more vivid in _____
engineering designs

_____ are flat images which can be cut out and assemble together to form three-dimensional objects.
2-D

Two dimensional drawings are produced to show the designs of different parts of three-dimensional objects.
True

_____ can let you create three dimensional stuff by adding shadows, extrusion or contour.
Photoshop

Photoshop can let you create three dimensional stuff by adding_____, extrusion or contour.
shadows

Photoshop can let you create three dimensional stuff by adding shadows, _____or contour.
extrusion

Photoshop can let you create three dimensional stuff by adding shadows, extrusion or_____.
contour

_____ is a type of graphic which can be modified from either two- or three dimensional drawings depending on what you want.
Animation

_____begins with the creation of a database of the objects which are produced sequentially, with a measure of time allotted to a sequence.
Animation

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The sequence of computer animation is created by first specifying the_____
storyboard

The objects that make the _____are distinctly identified.
storyboard

ppi is an acronym for_____
pixels per inch

When you adjust the _____ of image, you are simply controlling how the pixels of that image conform to the amount of space in which it is going to be printed from the printer.
resolution

When you adjust the resolution of image_____
you are simply controlling how the pixels of that image conform to the amount of space in which it is going to be printed from the printer

Your _____ will treat each pixel as a dot.
printer

Your printer will treat each _____as a dot.
pixel

Your printer will treat each pixel as a_____.
dot

Image resolution is calculated in terms of _____
dot per inch (or dpi)

Most printers have been built to handle optimum resolution from the computer.
True

Most printers have been built to handle ____ resolution from the computer.
optimum

Most _____ have been built to handle optimum resolution from the computer.
printers

Most printers have been built to handle optimum _____from the computer.
resolution

Most printers have been built to handle optimum resolution from the_____.
computer

The use of ____ have revolutionised advertising practice and boosted entertainment.
graphics

The use of graphics have revolutionised _____ practice and boosted entertainment.
advertising

The use of graphics have revolutionised advertising practice and boosted_____.
entertainment

The use of graphics have revolutionised advertising practice and boosted entertainment.
True

Most or all of the graphics on the entertainment devices have been produced from the computer.

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True

Most or all of the graphics on the entertainment devices have been produced from the_____.
computer

Most or all of the graphics on the _____ devices have been produced from the computer.
entertainment

It is in _____ that computer graphics is most visible.
publishing

It is in publishing that computer graphics is most_____.
visible

It is in publishing that _____ is most visible.
computer graphics

The _____now has billions of people who visit sites that must contain some graphics in order to make meaning to them.
World Wide Web

There is no _____ that does not contain a graphic no matter how small it is.
website

There is no website that does not contain a _____ no matter how small it is.
graphic

There is no website that does not contain a graphic no matter how small it is.
True

Newspapers that do not have nice graphics will die while ugly websites will attract fewer visitors.
True

A newspaper with good contents and good graphics is not only the delight of an audience but also the joy of the advertiser and his agent because____
it provides a good platform for them to sell their goods and services

The stages of the graphic communication process include the following

- problem identification
- visualisation
- sketching stage
- preparation

There are_____ stages in the graphic process.
four

Where you begin to subject your representation to judgment in order to determine its worth is called_____
Preparation

_____ can be identified within the context of their formats and forms.
Graphics

Graphics can be identified within the context of their _____ and forms.
formats

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Graphics can be identified within the context of their formats and_____.
forms

Resolution counts because _____
it helps determine quality, with regards to pixilated graphics

_____ counts because it helps determine quality, with regards to pixilated graphics.
Resolution

Quality is critical because _____
the usage of graphics especially in a profession like advertising where appeal is a critical factor must have crossed the various stages that help guarantee that quality – problem statement, visualisation, preparation and communication are present

Graphics do not just occur they are_____.
created

The term _____ covers all of those parts of a computer that are tangible objects.
hardware

The term hardware covers all of those parts of a computer that are _____objects.
tangible

Circuits, displays, power supplies, cables, keyboards, printers and the mouse are examples of_____.
computer hardware

Circuits, displays, power supplies, cables, keyboards, printers and the mouse are examples of computer_____.
hardware

_____ refers to parts of the computer which do not have a material form, such as programs, data, protocols, etc.
Software

_____ are programs that are pre-installed in your system when you purchase them.
System software

System software are called low-level software because_____
unlike application software that the end user or the purchaser needs in order to perform some specific task (like accounting, graphic design, play games etc), system software operate the hardware in the background and generate the user interface and allow the operating system to interact with the hardware.

_____ files include libraries of functions, system services, drivers for printers and other hardware, system preferences, and other configuration files.
System software

The programs that are part of the system software include the following

- assemblers
- compilers
- file management tools
- system utilities

The programs that are part of the system software include_____, compilers, file management tools and system utilities
assemblers

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The programs that are part of the system software include assemblers, _____, file management tools and system utilities
compilers

The programs that are part of the system software include assemblers, compilers, _____and system utilities
file management tools

The programs that are part of the _____include assemblers, compilers, file management tools and system utilities
system software

The programs that are part of the system software include assemblers, compilers, file management tools and _____
system utilities

An _____ is a software that consists of programs and data that help coordinate the functions of computer hardware.
Operating System

But unlike other system software, you must install an operating system to enable your use of_____.
application software

But unlike other system software, you must install _____ to enable your use of application software.
an operating system

An_____ functions in tandem with other system software to ensure the proper function of the hardware.
operating system

_____ is the computer's most necessary software that mediates between the computer hardware and other software systems.
Operating system

No computer can function without_____.
an operating system

No computer can function without an operating system.
True

_____ provides the platform for the execution of other programs and application software.
Operating system

_____ are found on almost any device that contains a computer—from cellular phones and video games to computer servers.
Operating systems
Examples of _____ are Linux, Microsoft Windows and Mac OS.
operation systems

Examples of operation systems are_____, Microsoft Windows and Mac OS.
Linux

Examples of operation systems are Linux, _____ and Mac OS.
Microsoft Windows

Examples of operation systems are_____
Linux, Microsoft Windows and Mac OS

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Examples of operation systems are Linux, Microsoft Windows and_____.
Mac OS

In information technology, _____, also known as an application or an "app", is computer software designed to help the user perform singular or multiple related specific tasks.
Application software

_____ helps to solve problems in the real world.
Application software

Examples of application software include _____
enterprise software, accounting software and office suites and media players

An _____ helps you perform a task.
application

An application helps you perform a_____.
task

An application thus differs from an operating system (which runs a computer), a utility (which performs maintenance or general-purpose chores), and a programming language (with which computer programs are created).

An _____ runs a computer
operating system

An operating system runs a computer
True

A computer system is empty without an operating system.
True

_____ performs maintenance or general-purpose chores
Utility

Computer programs are created with_____
programming language

The computer system comprises basically _____
the central processing unit (CPU) or simple "processor" or "computer" and a visual display unit (VDU) also called "monitor"

CPU stands for_____
central processing unit

VDU stands for_____
visual display unit

The _____ is the screen that displays all that is taking place in the CPU.
VDU

The VDU is the _____ that displays all that is taking place in the CPU.
screen

The VDU is the screen that displays all that is taking place in the_____.
CPU

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The _____ comprises the display device, the circuitry and the box or enclosure.
monitor

A modern _____is thin film transistor crystal display thin panel
VDU

A _____VDU is thin film transistor crystal display thin panel
modern

A modern VDU is thin film _____crystal display thin panel
transistor

A modern VDU is_____
thin film transistor crystal display thin panel

Older monitors use a _____ which is somewhat similar to the one seen in a television set.
cathode ray tube

Older monitors use a _____ ray tube which is somewhat similar to the one seen in a television set.
cathode

Older monitors use a cathode ray _____ which is somewhat similar to the one seen in a television set.
tube

Older monitors use a cathode ray tube which is somewhat similar to the one seen in a_____.
television set

The _____ is that crucial part of a computer system that carries out the instructions of a computer program, and it is the abode of the computer's functions.
CPU

The _____ carries out each instruction of the program in sequence to perform basic logical and arithmetical algorithms in an input and output system that manifests on the monitor.
CPU

The major components of a CPU are _____
the processor, the hard disk, the circuitry, the Random Access Memory and the power system

A _____popularly called laptop is a personal computer designed for mobile use.
notebook,

A notebook, popularly called _____is a personal computer designed for mobile use.
laptop

A _____ integrates most of the typical components of a desktop computer, including a display, a keyboard, a pointing device, speakers and even a printer (in few cases) into a single unit.
laptop

A _____ is powered by mains electricity via an AC adapter, and can be used away from an outlet using a rechargeable battery that is built into it.
laptop

A laptop is powered by mains electricity via an_____, and can be used away from an outlet using a rechargeable battery that is built into it.
AC adapter

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A laptop battery in new condition typically stores enough energy to run the laptop for _____hours, depending on the computer usage, configuration and power management settings and the manufacturer.
three to five

_____ computers are fast becoming the vogue among young peopl, owing primarily to their mobility.
Laptop

Laptop computers are fast becoming the vogue among young people owing primarily to their_____.
mobility

A laptop battery in new condition typically stores enough energy to run the laptop for three to five hours depending on the following

- the computer usage
- configuration
- power management settings
- the manufacturer

A _____ or "GOO-ee" (Reavy, 2001) as is pronounced by some people, can be described as an interactive mode of operation that comes with the functioning of many programs.
Graphic User Interface (GUI)

GUI stands for_____
Graphic User Interface

_____ makes it easier for people with limited computer skills to work with and use computer software.
Graphic User Interface

_____ is a visual front to a piece of software that links the user to the internal workings of a computer, or piece of software.
Graphic User Interface

The _____can be defined by its visual elements which simplify the way the user interacts with the computer.
GUI

The most common component of a _____ is a pointer.
GUI

The most common component of a GUI is a_____.
pointer

_____ can be described as graphical image on a screen that indicates the location of a pointing device, and can be used to select and move objects or commands on the screen.
pointer

_____ commonly appears as an angled arrow but it can be changed as preferred.
pointer

_____ allow the user to execute commands by selecting from a list of choices.
Menus

Menus allow the user to _____ commands by selecting from a list of choices.
execute

Menus allow the user to execute _____ by selecting from a list of choices.
commands

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Menus allow the user to execute commands by selecting from a list of_____.
choices

Options are selected with a _____or other pointing devices within a GUI.
mouse

Options are selected with a mouse or other pointing devices within a_____.
GUI

Options are selected with a mouse or other pointing devices within a GUI. A _____may also be used.
keyboard

_____ are convenient because they show what commands are available within the software
Menus

Menus are convenient because_____
they show what commands are available within the software

A _____ is an element of the GUI that a computer user interacts with and is also known as a control.
widget

A widget is an element of the GUI that a computer user interacts with and is also known as_____.
a control

_____ are what programmers use to build GUIs.
Widgets

Examples of _____ are text boxes, buttons, scroll bars e.t.c.
widgets

_____ are used to view the contents by moving them up or down.
Scroll bars

Scroll bars are used to view the contents by moving them_____.
up or down

_____ are used to instruct the operating system on tasks.
Buttons

Buttons are used to _____ the operating system on tasks.
instruct

Buttons are used to instruct the _____ on tasks.
operating system

_____ is a tiny graphical image, small picture or object which represents a file, program, web page or command.
An icon

_____ can be used to open documents, execute commands and also run programs.
Icon

A _____ is an area on a computer screen which performs the task of displaying information, independent from other windows or parts of the screen.
window

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_____ can easily be manipulated.
Windows

Windows can easily be_____.
manipulated

Windows can easily be manipulated.
True

A window can be minimised.
True

Windows can be adjusted or put behind another window.
True

_____ and software are germane to the operations of a computer.
Hardware

Hardware and _____ are germane to the operations of a computer.
software

Without the_____, the computer is naked or literally empty.
hardware

Without the_____, the computer cannot perform any specific task.
software

The elements that help you communicate between the hardware and software are called _____.
user interfaces

The _____ is the brain of a computer
CPU

The CPU is the _____of a computer
brain

The CPU is the brain of a computer but brain is nothing without an_____.
input device

An _____ is usually a peripheral hardware that provides the data and control signal by which software interact with hardware, to produce a result.
input device

Hardware and software need data input for a specific output.
True

A device is needed to be able to input these data, hence an _____.
input device

A _____ is needed to be able to input these data, hence an "input device".
device

The _____ is perhaps the most commonly used input device is used to enter alphanumeric data into the computer.
keyboard

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The keyboard is perhaps the most commonly used input device is used to enter _____ data into the computer.
alphanumeric

_____ provides keystroke shortcuts, make menu selections, play games and perform several other tasks.
keyboard

A typical keyboard should have between _____keys
82 and 110

A computer keyboard has _____ sets of keys
four

The following are the sets of keys on a computer keyboard

- Alpha keys
- Numeric keys
- Function keys
- Control keys

_____ are the popular keys you use in typing you ABCD… to Z.
Alpha keys

You switch from a capital letter to small letter by the use of a function key called _____
shift

_____ keys contain such characters as +,?, =, etc.
Alpha

_____ are the keys from 0 to 9 and some characters like @, !, (,), #, etc.
Numeric keys

The computer keyboard labelled F1 to F12 is called_____
Function keys

_____ are keys you use in performing some tasks. They include Del, Pg Up, Pg Dn, Shift, Caps lock, tab, shift, Microsoft Key, Fn, etc.
Control Keys

Basically, a____ is hand-held device that has a corresponding pointing device displayed on the computer monitor.
mouse

The movement of the_____ generally determines position of the mouse on the monitor.
hand

The movement of the hand generally determines position of the mouse on the monitor.
True

Computer systems cannot function if you do not use a mouse.
True

The _____ is the cursor in the shape of an arrow which you use to touch, activate, drag, draw, drop, resize, redo, undo something in the computer.
pointing device

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The pointing device is the _____ in the shape of an arrow which you use to touch, activate, drag, draw, drop, resize, redo, undo something in the computer.
cursor

Laser mouse uses _____
laser

The optical mouse uses _____ and optoelectronic sensors to detect the direction.
LED

The optical mouse uses LED and _____ to detect the direction.
optoelectronic sensors

A_____, in some respect, is also regarded as input device though computer technologists often refer to it simply as a device for generating and transferring image into the computer.
scanner

A _____ copies an image from a paper surface.
scanner

A scanner _____an image from a paper surface.
copies

A scanner copies an image from a _____ surface.
paper

Most _____ have an input process from the scanner.
software applications

Most software applications have an input process from the_____.
scanner

_____ are very useful tools that graphic artists use from time to time.
Scanners

The _____ is the major output device and no graphic artist can do without it.
printer

Printer is also called_____
hardcopy device

Where there is paper work, you must use the_____.
Printer

Where there is_____, you must use the printer.
paper work

Printers create graphics based on the data sent to it from the_____.
CPU

_____ create graphics based on the data sent to it from the CPU.
Printers

Most printers print graphics as_____.
dots

The _____ or the quality of print is calculated in dots per inch.

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resolution

The resolution or the quality of print is calculated in_____.
dots per inch

The more the dots are the more the quality of the print.
True

Printers can print either in _____ or black and white.
color

Printers can print either in color or_____.
black and white

The following are the types of printers available

- dot matrix
- inkjet
- laser
- electrostatic

The printer uses different kinds of media for its output.
True

_____ is made of cellulose materials that are ground and mixed together in a production system called calendaring.
Paper

Paper is made of cellulose materials that are ground and mixed together in a production system called_____.
calendaring

The features of the typical paper include

- weight
- opacity
- grain
- finish

Most paper is produced from _____, _____, and_____ and its quality depends on calendaring during the manufacturing.
wood fibers, grasses, and flax

The more the paper passes through the rollers the more refined the paper.
True

The texture of a paper is calculated in _____ (or gsm) in West Africa and elsewhere.
grammage

The newsprint is **_____** gsm
56

The _____ gsm is the type whose pack contains 500 sheets.
80

The 80 gsm is the type whose pack contains _____ sheets.
500

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Many Nigerian and Ghanaian printers called the 70 and 80 gsm _____ papers
bond

The _____ paper can be high as 100 gsm in some cases.
bond

The thicker the film the easier a printer is able to print on it.
True

Storage devices count a lot in graphics because _____
a good chunk of your designs have raster graphics which can quickly eat up your computer memory

The following are popular storage devices

- Compact Discs (CD) and Digital Versatile Discs (DVD)
- Flash Disks
- Hard Drives

CD stands for_____
Compact Discs

DVD stands for_____
Digital Versatile Discs

USB stands for_____
Universal Serial Bus
Most CDs have up to _____ megabytes capacity but DVDs can have higher capacity.
700

_____ have been found to be reliable in the short time and they are often not affected by the computer virus when compared with other devices.
Discs

Discs have been found to be reliable in the short time and they are often not affected by the _____ when compared with other devices.
computer virus

_____ are highly susceptible to virus attack most especially if your computer is connected to the internet.
Flash disks

_____ provide a reliable option to back up your files.
Hard drives

_____ is the design and use of typefaces as a means of communication.
Typography

_____is often regarded as the originator of typography.
Gutenberg

_____ began with the handwritten letterforms and it captures everything from calligraphy through digital type, and type on Web forms.
Typography

Typography began with the handwritten letterforms and it captures everything from _____ through digital type, and type on Web forms.
calligraphy

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Typography began with the handwritten letterforms and it captures everything from calligraphy through digital type, and type on_____.
Web forms

A **_____** is a print character with communication value.
type

What is a type?
A type is a print character with communication value

A type is nothing without communication value.
True

_____ can be defined as the science and art of types.
Typography

A _____ is someone with the knowledge of types and the wisdom of translating that knowledge into practice.
typographer

A **_____** can also be a font designer or developer.
typographer

A _____ is someone or a machine that assembles types
typesetter

When a typesetter misses out on a type he has committed a_____.
typographical error

The **_____**is a machine process that creates properly spaced metal type in one complete line at a time.
hot type

_____ is melted down after use rather than returned to storage.
Hot type

There are **_____** popular hot type methods
two

There are two popular hot type methods: _____ and_____
monotype and line-casting

The line-casting is popularly called _____.
Linotype

Monotype was introduced in the year_____
1887

The word _____ was the brand name given by the inventor of the line-casting system – Ottoman Mergenthaler, in the late 1880's.
Linotype

The machine assembles matrices, which are molds for the letter forms, in a line. The assembled line is then cast as a single piece, called a slug, of type metal in a process known as _____typesetting.
hot metal

The Guardian newspaper of Nigeria used the advanced form of linotype up till _____ until it changed to Apple computers.

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1989

The _____ is the modern typographic system.
Cold Type

_____ is the typesetting process which produces text that is suitable for offset lithographic printing.
Cold Type

The _____ composition is a process of producing graphic information by means of inputting text into core memory, and retrieving from programs that are written to perform that task.
cold type

A _____ is a set of one or more types, unified\ by common features of appearance, each comprising a coordinated set of characteristics that make them different from other fonts.
Font

A _____ usually comprises letters A to Z, the roman numerals, and punctuation marks as well as symbols, all of the same size.
font

_____ can be defined in terms of the family of types.
Typeface

_____ deals extensively with the formation of text especially when text is viewed from the standpoint of what it communicates.
Typography

The _____ is the vertical height of the lower case types.
x-height

_____ is the distance from the baseline of the type to the top of the lower case letters.
x-height

Bigger x-heights consume more background space and may be attractive for use by printers because_____
they become darker, and heavier, thereby becoming crowded and less attractive to read

In editing, one way of correcting the crowdedness caused by voluminous x-height is _____
by adjusting the leading, i.e the space between the lines of texts

The top part of the vertical stem of some lowercase letters such as “b”, “h”, “d”, etc is called the_____
ascender

The _____ is the lower portion of some lower case types such as “g”, “p”, or “y” beyond the baseline.
descender

_____ is the enclosed portion of a round type.
The bowl

The _____ is the strokes that shoot out from the end of the stem of a type.
serif

_____ is a major identifying characteristic of a type.
Serif

Examples of serif fonts are _____
Garamond, New York, Georgia, Times, Times News Roman.

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Examples of san serif fonts are _____
Arial, Gill San and so on

The _____(called monospaced font by graphic artists) has all its characters occupying the same amount of horizontal space and has strong angular or block serif – all simple and functional style.
fixed-pitch font

_____ faces are often used in code samples.
Monospace font

A _____ contains characters that all have the same width.
typewriter

A typewriter contains characters that all have the same_____.
width

A typewriter contains characters that all have the same width.
True

_____ produce texts that can be used to create forms, tabular material or documents that require exact text line lengths.
Monospaced fonts

_____ typefaces are those that appear as though they were crafted by hand.
Script

_____ are highly artistic and make a lot of impression.
Scripts

_____ are used in logos and are also common in many newspaper's mastheads.
Scripts

_____ offer tremendous artistic potentials for artists and graphic designers.
Scripts

_____ also delight in using script fonts to practice their trade.
Calligraphers

_____ fonts help you create the look you see when writing notes and letters quickly by hand.
Cursive

Examples of cursive fonts are_____
Comic Sans MS. MV Boli, Monotype Corsiva, Tempus Sans ITC, Maiandra GD and Kristen ITC, Bradley Hand ITC

A typeface can also be measured by its_____, which is often expressed in characters per pica
width

_____ is the average number of characters that will fit within a pica.
Width

Originally, the term _____referred to the height of the metal body that held the characters
point size

A traditional point is _____
approximately 1/72 of an inch or .01384 inch
The weight of a type can be assessed from _____ perspectives.

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two

There are several ways of looking at the space around type which include the following
• Kerning
• Tracking
• Leading
• Alignment and ligatures

_____ is the adjustment you carry out between individual letters.
Kerning

_____ is especially effective with assembled types of aligned stems.
Kerning

_____ is supposed to increase legibility and makes types appear balanced in terms of proportion.
Kerning

Kerning is supposed to increase _____and makes types appear balanced in terms of proportion.
legibility

All _____have the facility for kerning which is put to work by feeding the kerning values and then doing the adjustment.
word processors

_____ is the adjustment of the horizontal space between words.
Tracking

_____ is the adjustment of the background space between lines of texts.
Leading

_____ has become necessary especially when sub editors are casting headlines.
Leading

Leading has become necessary especially when sub editors are casting_____.
headlines

When you align to the right_____
the text will be ragged to the left

When the eyes begin to experience _____ at the commencement, it creates reading problems.
jaggedness

When texts are aligned to the right in a story_____
you create problem for the reader because the eyes naturally move from right to the left

_____ are very common in newspaper texts and web designs.
Justified texts

_____ means breaking words between lines or decks, when the whole set of words does not fit on one line or deck.
Hyphenation

Caption design, which basically involves adding subtitles to a video in order to facilitate communication, can be done through the _____method.
overlay

Typical graphic overlay software can perform the following functions:

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• It performs basic word processor command such as copy, cut, paste, find, replace, save, etc.
• Provides vertical and horizontal lines subtitles
• Has adjustable size, color and screen-position parameters
• Can switch frames from one mode to another
• Has text and time-code offsets
• Should be compatible with other applications in the same category
• Should support the popular video standards such as PAL/NTSC, High Definition

The two frequently in use is _____ and VLC Media Player.
DirectVobSub

The two frequently in use is DirectVobSub and_____.
VLC Media Player

The _____ is available mainly on Microsoft Windows is a minimalist application that runs from the task and uses the DirectShow filtering system to overlay.
DirectVobSub

_____automatically looks for subtitles that show the same name, both in the videos as in a \subtitles folder and overlay them.
DirectVobSub

The _____ can be used on other operating software such as Linux and Mac and its believed to be one of the best media players available.
VLC media player

_____ is thought to be one of the best media players available.
VLC media player

The concept of captioning films for deaf viewers began in London in _____
1949

The concept of captioning films for deaf viewers began in London in 1949 but did not become popular in the United States until_____.
1977

In a _____, the film producer is asked to lay out the caption texts in a special folder that is stored and transmitted via the decoder to homes.
closed captioning system

The _____ you use at home has a uniformly-spaced dot-matrix captioning typeface with italics, underlining and a few special and accented characters.
decoder

The _____ involves the procedures of practice by which graphic designs are created for effective communication.
graphic process

Typography should not be done only from the point of your audience.
True
_____ is the last stage of design process.
Execution of design policy

Execution of design policy is the last stage of design process.
True

Execution of design policy is the last stage of_____.

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design process

Major reason why editing of graphics or any other editable item is done is because_____
it is inevitable and compulsory

_____ for facts is crucial.
Editing

Editing for _____ is crucial.
facts

Editing for facts is _____.
crucial

Editing for facts is crucial.
True

_____ offer a means for newspapers to "report" indirectly some stories that cannot be categorically reported in texts.
Cartoons

Another major reason why editing is carried out is for_____.
space

When editing for space_____
it is important that the editor keep tab of the points of the matter to ensure that they are not lost during editing

_____ is a Nigerian word and does not exist in any English dictionary.
Organogram

The section of the newspaper or the medium where sub editors work is called the____.
Sub desk

The _____is the most popular office in the newsroom of any newspaper.
sub desk

The _____is where raw materials are converted to finished goods.
Sub Desk

_____ create the headlines and write the captions.
Sub editors

Sub editors create the _____and write the captions.
headlines

Sub editors create the headlines and write the_____.
captions

Sub editors are not dealing only in texts.
True

The following are the qualities that a sub editor must possess in order to function well

- Holder of degree or diploma in relevant discipline
- He must have a working knowledge of design and graphics
- Working knowledge of the language

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- Must be conversant with current trends
- Good knowledge of media law and the ethical code
- Must not be egotistic
- Evaluation and in-house training
- Must be numerate

A _____is a book that supplies fact on a particular topic and the information supplied cannot be questioned.
reference book

_____ are authoritative books such as Encyclopedia, yearbooks, directories, atlases, yellow pages, and so on.
reference books

Some of the applications the subeditor needs include_____
Corel Draw, Quark Express, PageMaker (this old layout application is popular with many news rooms in Africa), Microsoft Publisher

_____ has been the most successful of dictionary and has proved very useful for journalists.
Oxford Advanced Learner's Dictionary

_____ contains the entire guide that the sub editor needs to work on the stories, photographs and the graphics.
The style book

A _____ is not an elaborate text but a short concise volume of not more than 70 pages in all cases.
style book

The sub editor uses _____ to plan how the next edition of the newspaper will be like.
dummy sheet

When a ____ gets to the newsroom, it is taken to the editorial conference, where line editor's battle for the remaining space to publish stories which most of them have already prepared.
dummy

_____ are found in a newspaper, advertisement, webpage, or elsewhere.
Headlines

_____ are the bold and large texts usually placed at the top of a document and indicated as the main or most important attraction of that document.
Headlines

_____ are designed to attract attention that will propel you to move to other parts of the document.
Headlines

It is not common to see a document that has a headline without the_____.
body text

_____ is the bulk of what we read in a document.
Body text

_____ are quite different from headlines and when you consider the process it undergoes when you want to place it in a document, you will appreciate why it is being treated as a separate category of the texts.
Body texts

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A _____ is an image created by light falling on a light-sensitive surface, usually photographic film or an electronic imaging chip.
photograph

Most photographs are created using a_____, which uses a lens to focus the scene's visible wavelengths of light into a reproduction of what the human eye would see.
camera

Most photographs are created using a camera, which uses a _____ to focus the scene's visible wavelengths of light into a reproduction of what the human eye would see.
lens

Examples of _____ include cartoons and other illustrations that are created, not generated.
drawings

_____ are amusing drawings that use visual metaphors or caricature sketches to depict a situation.
Cartoons

Graphs and charts must have an arithmetical basis.
True

According to Omojola (2008), _____is the ability of the journalist to give all parties to an issue the ability to be heard, seen and heard, and to respond.
objectivity

_____ is the means by which all sides to a story are given the opportunity to be heard without discrimination.
Objectivity

_____ is a very crucial characteristic of media ethics that a journalist must imbibe.
Objectivity

_____ is the first opportunity you have to demonstrate that objectivity.
Headline

If you take a close look at the headline, you will notice some characteristics including the following:
• Two lines of texts
• It cuts across the six columns of the front page
• The headline is straight to point and limited use of verbs
• Justified texts

A _____ is a headline system that has one or more titles with each title self-contained with regards to meaning.
deck

_____ can be used in single and multicolumn settings.
Decks

Decks can be used in _____ and multicolumn settings.
single

Decks can be used in single and _____ settings.
multicolumn

_____ are becoming obsolete by the day and the trend now is to confine them to the main headline on a page.
Decks

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Decks are becoming _____ by the day and the trend now is to confine them to the main headline on a page.
obsolete

Decks are becoming obsolete by the day and the trend now is to confine them to the main _____ on a page.
headline

_____ is that which runs across all the columns on top of the page.
Banner headline

The one at the base of the page is not the banner headline but the_____.
anchor headline

The headline at the top is the_____.
banner

The headline at the top is the banner. In some newspapers it is called _____
banner

_____ is an arrangement whereby all the lines display in the form of stairs, usually projecting downwards from the left to right.
Stepped headline

By _____is meant an effective headline.
straight to point

The headline that has a lengthier deck or rider below it is called_____.
hammers

Headlines that do not have verbs are called_____.
labels

Another reason for label headline is_____
when you want to use for a front page brief

_____ is a deprecating term for a superficial writing, that is full of sensationalised statements that are used to impress rather than tell the truth.
Journalese

When you transpose this kind of writing to the headline, then you are suffering from the _____ disease.
headlinese

_____ must be avoided in your headlines.
Clichés

Clichés must be avoided in your_____.
headlines

Clichés must be avoided in your headlines.
True

_____ are words or phrases that are overused to such an extent that they lack the required force of meaning and have become unimpressive.
Clichés

_____ are words whose effectiveness is worn out owing to overuse.
Clichés

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_____ are those headlines that feature one short, bold headline and another line of deck that square off, usually on the right side.
Multi-pods headlines

In the_____, you slam a big, bold face on the left and deliver the second part of the headline in a regular type.
bold-regular headline

A _____ is a headline that is repeated over a continued portion of a story from a previous page.
jump head

The _____ is the headline that is inserted on either side of a story rather than the top of the story.
sidesaddle head

RLB stands for_____
Reverse Line Block

_____ is an old practice, which has lost its relevance owing to the advent of the desktop publishing (DTP).
Headline counting

DTP stands for_____
desktop publishing

Under the DTP, it is possible to manipulate the shape of a character. The ____ is perhaps the most common application software for such manipulation.
CorelDraw

_____ is a family of slim fonts compared to Arial which is fatter.
Gill Sans

Gill Sans is a family of slim fonts compared to _____ which is fatter.
Arial

Where there is no_____, there is no news.
headline

Where there is no headline, there is no_____.
news

_____ counts whether your headline is for the front page or inside page.
Objectivity

Objectivity counts whether your headline is for the front page or inside page.
True

The _____ is the content you read under the headline or title.
story text

The text of the story is actually the body of the story.
True

The _____ is where the headline is substantiated.
body of the news

In the editorial opinion category, the _____ is for expatiating the news peg or focus of the editorial, which has been stated in both the title and introduction.

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body

The _____ contains the argument which is expected to support the thesis of the editorial.
body

The _____ should contain comparisons, contrasts, statistics and diagrams if any.
body

_____ deals specifically with the accuracy of text, which has got to do with the truth or otherwise of the meaning of communication.
Copy editing

_____ does not mean changing the substance of text but reordering it in a manner that guarantees the truth, fairness and objectivity that the original writer is projecting.
Copy editing

_____ is a text improvement process that guarantees the truth and objectivity that make meaning to the target audience.
Copy editing

Copy editing differs as it moves from one type of publication to other.
True

Specifically, _____ deals with rearrangement of text, adding and subtracting from text to fit a planned space.
copy editing

The _____ or sub editor is the gatekeeper and the ultimate line of defence for a story.
copy editor

The copy editor or _____ is the gatekeeper and the ultimate line of defence for a story.
sub editor

Sub editor must_____
have good critical thinking skills in order to survive the job

_____ is any story that the person concerned can prove to be libelous and cause damage to the publisher, whether such a story is true or not.
Libel

There are **_____** ways of rewriting a copy.
two

_____ is the professional who designs the page according to the dummy that has been drawn.
Page designer or layout editor

The _____ works in tandem with the make-up editor who ensures that the designers conform to the dummy.
page designer

_____ work on a copy to ensure that it fits into the space allotted.
Make up editors

A _____ oversees the production process in the back shop, where the stories are composed into text
make up artist

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_____ ensures that display advertisements that have been built in-house are well composed to the satisfaction desired by the advertiser -- if there is one (pagination tends to eliminate this step)
Make up editor

_____ is the one saddled with the responsibility of lopping up or resizing a photo or coming up with a pullout quote, or other piece of display type that wasn't planned by the designer.
Make up editor

_____ are the last functional professionals that work on a copy.
Proofreaders

_____ are charged with simply looking for typographical and mechanical errors on copy that has already been typeset and worked upon by the editors that have been mentioned above.
Proofreaders

A _____ is not expected to work on the grammatical, structural or lexical ramifications of the story though if she detects one, she can be given kudos.
proof reader

The job of the proof reader may soon be eliminated from the bud desk
True

The job of the proof reader may soon be eliminated from the bud desk because_____
most word processor and graphic application software come with spell check facility, which enables any of the editors to spell check the text under two minutes for one A4 page of text

_____ are the office assistants that help ensure that copies are not lost in "transit".
Copy chasers

There are _____ways to shape a text.
four

The first is to_____, whereby your lines of text will align on the left side, leaving on the right side uneven lines.
flush left

If you_____, your texts align on the right side, leaving uneven side on the left.
flush right

_____ will have aligned on both sides.
Justified text

You can _____ whereby each line of text is equidistant from both ends.
center text

An action which aggressively executes alignments on both sides of a column is called_____
force justified

_____ can be used when you are presenting stories with few inches in length.
flush left

_____ is a style found commonly in advertisements.
Center text

It is rare to find the body text of a story shaped in center text.
True

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_____ is essential to copy fitting – a process by which you approximately calculate the amount of text that will fit into the space provided for it.
Character counting

_____ is done in column inches, which means that the length of your text makes meaning in terms of the size, length or number of columns it occupies.
Copy fitting

Copy fitting and character counting are necessary_____
if you want to prevent cases of shortfall or over-the-brim with the text that you are working with

The shortfall case is called _____ in Nigeria and when the text brims over the space, it is called "over matter."
under matter

The shortfall case is called "under matter" in Nigeria and when the text brims over the space, it is called_____.
over matter

To get texts in_____, look for the Text on the tool bar after which you see a drop down where you click text statistics.
CorelDraw

To get texts in CorelDraw_____
look for the Text on the tool bar after which you see a drop down where you click text statistics

The _____ contains the counts of characters, words, paragraphs, sentences, text objects and stories.
dialog box

The _____ begins with the proper identification of your column grid system.
counting process

The counting process begins with the proper identification of your _____ grid system.
column

_____ has six columns on its cover page but has a variegated number of columns in its interior pages.
The Punch

The Punch has _____ columns on its cover page but has a variegated number of columns in its interior pages.
six

A3 measures _____
11.693 inches width by 16.535 inches in length

The default gutter (or space between columns) for seven column-grid is_____.
0.167

A _____ is the pre-marked paper that is used as a dummy for a publication.
layout sheet

When a _____ is planned up for the next edition of a publication, then it becomes a dummy.
layout sheet

When a layout sheet is planned up for the next edition of a publication, then it becomes a_____.
dummy

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You need _____ tools when you are doing counting for your copy fitting,
three

In_____, for instance, one column inch contains 35 words set at 8 points of Times News Roman.
The Guardian

The line count method is faster than the word count method but less precise.
True

A _____ is an image formed from the interaction of an object and light and recorded by a camera for reproduction on a photosensitive surface or in a digital form.
photograph

The term "photograph" was coined by _____
John Herschel

The term "photograph" was coined by John Herschel of the _____ in 1839.
United Kingdom

The term "photograph" was coined by John Herschel of the United Kingdom in_____.
1839

_____ is the process and practice of creating photographs.
Photography

A _____ uses its lens to focus the light that emanates from the image onto a light sensitive surface on which the image is reproduced.
camera

_____ can be hand held, fixed on a tripod, fitted to cars, computers, satellites, telephone receivers, and several other places to produce images.
Camera

There are _____ types of photographs.
two

There are two types of photographs:_____ and_____
Digital photographs and manually produced photographs

_____ involves a two-step process whereby the light-sensitive film captures image which has been put into focus by the lens.
Manual photograph

_____ are formed when a camera captures an image into an electronic imager such as a CCD or a CMOS chip, which stores the image as in graphic formats such as JPEG or TIFF and can be transferred into a printer to be printer on a paper.
Digital photographs

Photographs are an integral part of news and the area of journalism that deals with photographs is called_____.
photojournalism

Those who take photographs are called _____
photographers

When the need arises to differentiate photographers who work for the news media from ordinary photographers or other professional photographers, the former are called_____.

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photojournalists

No newspaper can survive without the regular use of photographs.
True

_____ are common features in all news media.
Photographs

Photographs are common features in all_____.
news media

_____ are selected by the photo editor on the basis of their appeal.
Photographs

Photographs are selected by the _____ on the basis of their appeal.
photo editor

Photographs are selected by the photo editor on the basis of their_____.
appeal
_____ types of appeal can be identified.
Five

The following are the types of appeal

- Information appeal
- Education appeal
- Entertainment appeal
- The graphic appeal
- Socioeconomic appeal
- Intimate appeal

_____ is defined in terms of information that a photograph conveys.
Information appeal

_____ is when seeing the photographs increase your knowledge.
Education appeal

_____ is when a photograph gives you a sense of entertainment.
Entertainment appeal

_____ is in terms of aesthetics that the photograph offers.
The graphic appeal

_____ is when the photograph has significant socio-economic ramification.
Socioeconomic appeal

_____ is where the photograph in question has a very intimate appeal.
Intimate appeal

_____ create meaning faster than text.
Photographs

Photographs create meaning faster than_____.
text

Photographs are more credible than text.
True

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In photographs, authenticity is intrinsic.
True

Photographs are stories on their own.
True

_____ can be used to break the monotony of text thus reducing the incidence of "grey matter" in a publication.
Photographs

_____ do beautify a story and a page more than text.
Photographs

A **_____** is self-contained and does not have empty space inside of it.
photograph

Texts are not self contained.
True

_____ provides the platform to use only photographs to report news, features or sports.
Photo essay

Text is easier to process than photographs.
True

Photographs consume more disc space than text
True

_____ are not computations that are made manifest in graphics, they contain millions of pixels with each pixel having its own properties.
Photographs

Text comes in a multitude of fonts which makes preferences a delight.
True

The format of a photograph is limited to only few instances.
True

Any photograph that is being published should have a _____depending on the page and position that is going to be published.
news value

In any news photograph, there must be actions that have_____.
news value

Published photographs should have recent_____.
relevance

A photograph may have been taken several years ago but contemporarily relevant.
True

_____ are a part of the agglomeration that makes up the media business.
Readers

_____ is effected when the shape of your photograph is square or near square and when placed on the page also creates some kind of evenness on the page.

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Symmetry placement

Symmetry placement is effected when_____
the shape of your photograph is square or near square and when placed on the page also creates some kind of evenness on the page

One reason why a photograph can have a square size is the _____ therein.
content

Basically, there are _____ ways that are easily discernible.
four

_____ has simplified sizing of photographs.
Desktop publishing

Desktop publishing has simplified _____ of photographs.
sizing

Desktop publishing has simplified sizing of_____.
photographs

_____ publishing has simplified sizing of photographs.
Desktop

_____ is the ratio of the width of an image to its height where x represents the width and y the height.
Aspect ratio

If an image measures 300 by 100 pixels for instance, then the aspect ratio is simply_____.
3:1

_____ is needed to ensure a proper sizing.
Scaling

_____ is the highly efficient ways to improve the quality of the contents of a photograph.
Cropping

_____ builds a focus on the main subject or the lines of force, and eliminates those parts of the photograph that distract attention from the main subject.
Cropping

_____ eliminates wasted space around the needed portion of the photograph.
Cropping

A photograph easily makes the difference in design.
True

A single photograph can do the work of several thousands of words and even better.
True

A _____ is a line or few lines of text that describe a visual, usually a photograph.
caption

A _____ is that that simply identifies a photograph.
label caption

_____ is the caption that explains the action in the photograph.
Situation caption

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Situation caption is generally longer than the label caption.
True

_____ is a caption that is written to capture a mood which the photo depicts but which may not be exactly what the photograph represents.
Suggestive caption

The _____ is when you write a lengthy caption to capture the contents of a photograph.
story caption

The _____ might be a news story but the what, who, when, why and the how must be written from the photograph.
caption

The most common placement of a caption is _____.
under the photograph

_____ are essentially used when you want to make a photograph out of what it is not.
Visual clichés

A caption is compulsory.
True

_____ involves the planning, building and arrangement of graphic elements to create a visual medium that communicates meaningfully and effectively.
Layout and design

_____ is hydra headed.
Competition

_____ ensure that the front page is superlatively designed to attract readers and ultimately buyers.
Editors

Editors ensure that the _____ is superlatively designed to attract readers and ultimately buyers.
front page

_____ is one of the strategies of attracting the modern reader.
Design

_____ has simplified considerably the design process, which is a great departure from the Herculean tasks that designers and print foremen face to create design.
Technology

There are _____ basic design elements
four

The following are the basic elements of design
• Text, which includes headlines, captions, story bodies
• Visuals, which come in different types.
• Empty space.
• Commercial Messages (advertisements, commercial news, advertorials, etc.)

The first goal of design is to_____
organise elements into an efficient order that guarantees communication

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A _____ design appearance is ensured when all design elements are proportionally presented, in such a manner that elements on one side cannot be said to be heavier or more than elements on another part.
balance

_____ is achieved when elements are variegated.
Contrast

Contrast without unity can lead to_____.
design frustration

_____ starts from the layout stage which is basically the creation of the dummy.
Page design and make-up

The _____ is calibrated in inches for most newspapers in Africa.
layout sheet

Most Nigerian newspapers have _____ column format.
six or seven

The _____ demarcate the columns leaving an adjustable gutter between the columns
vertical lines

_____ cut the columns from one inch to another.
horizontal line

Design starts with the drawing of the_____, using the layout sheet.
dummy

_____ show you in advance how the elements of design will be arranged.
Dummies

The _____ of make-up exists when your page elements have a vertical outlook.
vertical form

A _____ is made up when your page has a line for force that subjugates other elements in the page.
focus form

A page without a particular element of focus is immature make-up.
True

Your front page must have a_____.
focus

Avoid _____ and poor juxtaposition.
tomb stoning

Avoid tomb stoning and_____.
poor juxtaposition

_____ occurs when you place two stories of similar typeface and size side by side, thereby making differentiation difficult.
Tomb stoning

_____ shows up when the reader finds it difficult or impossible to relate a photograph to any story nearby.
Poor juxtaposition

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When you are designing a_____, bear in mind that the gutter you create at the center may not always be what you see upon printing.
center-spread or double truck

When designing_____, there will always be alignment issues after printing. In order to minimise this problem, ensure photographs are planned near the center of each of the pages.
facing pages

If you have an _____in text, reduce the photography to have the excess text in.
over matter

If you have_____, do the other way round.
under matter

_____ are used to beautify the design as well as add functionality to it.
Design adornments

The _____ function let you create a large capital letter at the beginning of a paragraph.
drop cap

_____ helps to show the beginning of the story as well as beautify the page.
drop cap

There are _____ ways by which you can create drop caps.
two

RLB stands for_____
Reverse Line Block

_____ are not simply for promoting stories that are published in inside pages.
Blurbs

_____ are used to beautify the page.
Blurbs

The aesthetics that _____ bring depends highly on the planning dexterity of the page planner.
blurbs

Depending on the sub editor, _____ can be used to adorn a page.
credit line or byline

_____ is also another way you could make a page beautiful.
Quote

The following are the types of design adornments

- Drop Cap
- Reverse Line Block (RLB)
- Blurbs
- Other adornments

Graphics make no meaning unless they are designed.
True

It is the _____ that gives graphics the communication meaning.
design

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The profession of printing has a chequered history spanning nearly _____ years, began with the letter press technology, then to the offset printing technology and then to the digital printing technology.
600

_____ are created by the letterpress through a raised set of type in pressure contact with paper, while images are created by the offset system through a combination of photographic and chemical actions.
Printing impressions

Printing impressions are created by the _____through a raised set of type in pressure contact with paper, while images are created by the offset system through a combination of photographic and chemical actions.
letterpress

The _____ uses the binary principle.
digital printing

The digital printing uses the_____.
binary principle

The digital printing uses the _____ principle.
binary

What takes place between that approval and actual printing of the image is called_____.
prepress

Which stage begins with the approval of the graphic work or design layout?
The Pre-Press Stage

At_____, the film is developed in a chemical process that last about one hour or more, depending on the sophistication of the chemical and machines used.
lithographic stage

The plate made of aluminum or zinc is removed from the light box, washed with a chemical and rinsed with water. _____is applied to help preserve the exposure during printing.
Gum

The well gummed plate is fitted into_____.
printing machine

The well gummed _____ is fitted into printing machine.
plate

The offset has the ink and water rollers and three drumlike facility called_____.
cylinders

The _____ is where the printed matter is packed.
finishing stage

The _____ is a computerised commercial printing process in which digital files of the publication are processed directly by the printing machine, without passing it through the ore-press stages explained above.
Direct Digital Printing

Direct Digital Printing also erroneously referred to as _____
Direct Imaging or simply DI

The printing system uses the _____ to send the job data.

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Internet or Intranet

SON stands for_____
Standard Organisation of Nigeria

_____ is the culmination of graphics.
Printing

Printing is the culmination of_____.
graphics

Printing is the _____of graphics.
culmination

_____refers to part of the computer which do not have a material form
Software

Circuit, display, power supply, keyboard are part of computer___
Hardware

The most preferred approaches in defining the audience is_____ and income approaches
Demographic

In newspaper, _____ editors are responsible to ensure that deadlines are met
Sub

To have a good graphic, you must have a ____ design policy
formulated

As a reporter, facts of your news stories are gathered through _____
Observation

_____ is the adjustment of the horizontal space between words
Tracking

One of the highly ways to improve the quality of the contents of a photograph is called_____
Cropping

When a reporter states someone's comment using different words, such a reporter is _____
Paraphrasing

Senior_____ oversees the entire news operation
Editors

Summary leads is usually found in_____ story
Hard

GUI refers to_____ user interfaces
graphical

Graphic can be classified into_____ parts
Two

The term "electronic media" is synonymous with_____ media
Broadcast

A print character with communication value is called a _____

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Type

The_____ are the first people to use graphics to design
Egyptians
_____ are short photograph of a material that is used to make up particularly there is space reminder
Fillers

The news about fertilizer may interest people in Benue state than those in Lagos. What news value will influence a reporter to select this?
Proximity

If the breakdown of NNPC pipelines makes the news, the decision to select is based on _____
Consequences

A tiny graphical image, small picture or object which represents a file, programs, web page or command is called_____
Icons

_____ is a type of graphics which can be modified from either two or three dimensional drawings on what you want.
Animation

_____ is a process of transmitting a meaningful message from one point to another
Communication

_____ graphics can be created straightaway on a computer without engaging a third party
vector

_____ is simply the process of enhancing the quality of text through amendment
Editing

_____ is an element of GUI that the user interact with, which is also known as control
widgets

The most common component of GUI is the____
Pointer

The journey of a news story begins at the _____
Newsroom

Good knowledge of community a reporter is posted to cover enables him to evaluate news worthiness of _____
Events

The delayed lead is found in_____ news
hard

News is basically categorized into hard and _____ news
Soft

In editing it is better to use more_____ to enhance the quality of the work
hands

_____ editors are those who design the pages you see in newspaper
sub

News writing is different from academic writing because they are arranged in _____ order of importance

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Descending

The type of graphics which can be created straightaway on a computer without engaging a third party is___ graphics
vector

The following components can be found in the complex tools except ____
microphone

To have a good graphic, you must have a formulated ____policy
design

Reporters gather facts for their news stories through _____
Observation

Graphic can be functional or artistic
True

_____ is the process of editing and changing stories to improve them
Re-writing

When a reporter states someone's comment using different words, such a reporter is _____
Paraphrasing

The entire news operation is overseen by ____
Senior editors

According to history the first people to use graphics to design are the_____
Egyptians

The type of graphics which can be modified from either two or three dimensional drawings on what you want is known as_____
Animation

An image created by light falling on a light-sensitive surface is called_____
Photograph

The process of enhancing the quality of text through amendment is known as_____
Editing

An element of GUI that the user interact with, which is also known as control is called_____
Widgets

The most common component of GUI is the_____
Icon

The following software application have the capacity to edit multiple graphics except_____
Platform

Good knowledge of community a reporter is posted to cover enables him to_____
Evaluate news worthiness of events

The following are important characteristics of type and spare except_____
booking

Editing is carried out for the following reasons except_____
sequence

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Which of the following is a standard for image compression of graphic platform?
JPEG
The adjustment of the horizontal space between words is known as_____
Tracking

_____are those who design the pages you see in newspaper
Sub editor

Which of these file format is used for photo shop?
PSD

The throwing away of a material that is not required or it could be rejected for publication is called _____
kill

Communication occurs where there is _____
Response

Three_dimension diagrams show the three parts but 2_dimension diagrams are _____
Flat

PDF is very popular as a compression format because of its_____
Flexibility

Which graphic type can enable you type text, draw lines, curves, shapes and then fill them with colour?
Vector graphics

_____ computer is mostly used for graphic purposes
Macintosh

You can differentiate a computer hardware from software by their _____ nature
Tangible

Editing is an improvement process but graphics are texts that are_____
Created

_____is one of the advantages of the Computer
Accuracy

Anchor headline describes headline at the _____
Base

Texts or photographs created for purposes of style are known as_____
Artistic

To have a good graphic, you must have a ____
formulated design policy

The computer keyboard is use to enter _____
alphanumeric data into the computer

____ allows for comment upon the news.
interpretative reporting

Good knowledge of community a reporter is posted to cover enables him to_____
evaluate news worthiness of events

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A news story about an Idoma man in Igbo will interest an Idoma man in London likely for its _____ value.
Proximity

The preferred sentence structure for news stories is _____
subject-verb

Good news reporting is devoid of personal opinions. To achieve this, the reporter should avoid using _____
Analytical words

The space just above a news story is usually reserved for ____
Headline, Byline, and instructions to the computer staff

The journey of a news story begins at the_____
Newsroom

____ simply presupposes the name of a printer, place where the paper is published, name of the editor and address
Imprint

The headline of the news is usually substantiated in the _____
Body

The headline that has a lengthier deck or rider below is called a_____
hammer

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