

Week Three Assessment

1. Using visual texts to convey meaning is known as ____.

- a. Verbal rhetoric
- b. Visual rhetoric
- c. Audio rhetoric
- d. Kinesthetic rhetoric

Answer: B. Visual rhetoric

LO 3-1: Understand The Meaning of Visual Rhetoric

2. A good example of visual rhetoric can be found in ____.

- a. Magazine advertisements
- b. Billboards
- c. Commercials
- d. All of the above

Answer: D. All of the above

LO 3-1: Understand The Meaning of Visual Rhetoric

3. Incorporating graphics into your writing process can help you express yourself more effectively.

- a. True
- b. False

Answer: A. True

LO 3-1: Understand The Meaning of Visual Rhetoric

4. White space is an indicator that you did not put enough time into your paper.

- a. True
- b. False

Answer: B. False

LO 3-2: Understand Basic Design Guidelines

5. Headings ____.

- a. Identify major portions of your paper
- b. Allow you to create a visual outline of your paper that guides your readers from one portion of the text to the next
- c. Help you stay on track while you're writing

- d. All of the above

Answer: D. All of the above

LO 3-2: Understand Basic Design Guidelines

6. Different type styles that allow you to create a visual hierarchy for your paper are known as:

- a. Fonts
- b. Headings
- c. Lists
- d. Graphics

Answer: A. Fonts

LO 3-2: Understand Basic Design Guidelines

7. In order to make your writing persuasive, you need to create a document that is visually pleasing.

- a. True
- b. False

Answer: A. True

LO 3-3: Know How to Use Design Principles When Writing an Essay

8. Which of the following is *NOT* a pragmatic reason for making a document visually pleasing?

- a. The information is accessible.
- b. The document looks professional.
- c. The document looks pretty.
- d. The reader is not overwhelmed by the bulk of the text to be read.

Answer: C. The document looks pretty.

LO 3-3: Know How to Use Design Principles When Writing an Essay

9. Establishing a hierarchy of information ____.

- a. Makes it possible for readers to identify the most important information
- b. Helps readers know where to concentrate their attention.
- c. Helps writers know they've emphasized their major points.
- d. All of the above

Answer: D. All of the above

LO 3-3: Know How to Use Design Principles When Writing an Essay

10. Using the same visual theme for each page on a website is part of which one of the following basic web page design principles?

- a. Consistency
- b. Simplicity
- c. Appropriate font choices
- d. None of the above

Answer: A. Consistency

LO 3-4: Know How to Use Design Principles When Creating a Web Page

11. It is acceptable for information to be inaccessible as long as the website is flashy.

- a. True
- b. False

Answer: B. False

LO 3-4: Know How to Use Design Principles When Creating a Web Page

12. Which of the following is *NOT* part of the basic guidelines for using fonts on a website?

- a. Do not use all capital letters.
- b. Do not use all italics.
- c. Do not use colors.
- d. Do not place text over graphics.

Answer: C. Do not use colors.

LO 3-4: Know How to Use Design Principles When Creating a Web Page