**D DIGITAL DESIGN**

**Name** _____

**Date** _____

**Period** _____

# Bell Work: Typography's Effect

Bell work is a pre-assessment assignment that helps the teacher to learn more about you so instruction may be adjusted as necessary. As soon as you arrive to class, sign in, pick up bell work and complete it at your seat. Bell work must be completed and submitted for points by the time indicated on Mr. Parker's rolling white board.

This assignment will not be graded, please complete to the best of your ability and submit to "the box"

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**Things to REVIEW:**

- CMYK stands for _____, _____, _____, _____

- RGB stands for _____, _____, _____

- Additive color model that adds light color to a black screen, all colors produce white._____

- Subtractive color model that means you "subtract" light from a white piece of paper by
   adding ink to it. _____

- The 5 Elements of Design are _____, _____, _____, _____, _____

- DPI stand for _____, per, _____

- Vector Graphics utilize shapes and _____.

- Raster Graphics utilize dots and _____.

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**(Outcome 2.5 (.2, .3, .4, .1, .7) Define:**

**Typography-**

**Typeface-**

**Font-**

**Type Families-**

**Serif Fonts-**

**Sans Serif Fonts-**

**Tracking, Kerning and Letterspacing-**

**Leading-**

**(Outcome 2.5 (.2, .3, .4, .1, .7) On the reverse**, Describe how typography can effect the message we deliver as designers and how we can use the arrangement of type to create orginization.