

Publisher Test Guideline

In order to successfully complete your test on Friday, you should review all of your notes and class assignments. Pay particular attention to the following areas:

- ✓ The four P's of marketing
- ✓ Essential elements of design
 - Appropriateness
 - Contrast
 - Balance
 - Focus/flow
 - Consistency
- ✓ Default file name and extension
- ✓ Menu options
- ✓ Design wizards
 - Identify different publication options
- ✓ WYSIWYG
- ✓ Purpose of desktop publishing programs
- ✓ Advertising analysis
- ✓ Nudge
- ✓ Frame
- ✓ Layering
- ✓ Application of concepts in creating a publication
- ✓ Grouping and ungrouping

Your test is on Friday, May 6th.

The written part of your test will be comprised of multiple choice, terminology, short answer questions and an advertisement analysis.

The computer part of your test will require you to develop a publication in Microsoft Publisher that follows the elements of design as discussed in class.