Mid-Term Examination When you email your completed exam to me, please include your name and email address as well as a mobile number included on the exam you submit.

March 23, 2020

1) The oldest cave paintings, an early form of communication have been dated to be over how many years old (bold face or underline your answer)?

10,000 years old
<mark>35,000 years old</mark>
5 years old
30,00 years old

2) Johann Gutenberg is credit for the discovery of (bold face or underline your answer).

The process of paper making
<mark>Print production in the broad sense</mark>
Typography
Socks

3) Johann Gutenberg automated the existing 1400/1500's print process – True or False - (bold face or underline your answer).

   <mark>True</mark>   False

4) Papyrus is made from - (bold face or underline your answer).

   A combination of cotton, silk and wood
   <mark>Reeds from the Nile River</mark>
   Cows skin
   Compressed sand

5) Name and briefly define the <mark style="background-color:#00ff00">three</mark> print related industry segments.

   <mark>Information, Logistics and Marketing/Sell</mark>

6) Pre-Press is now known as – (bold face or underline your answer).

   Pre-Printing
   Post Digital
   <mark>Pre-Media</mark>
   Desk Top Publishing

7) Select the correct color combination for (non-digital) 4-color print production (bold face or underline your answer).

CMYD
CRGB
==CMYK==
RGDK

8) Briefly explain and compare Vector and Raster files.

==The short answer is Vector files are scalable while Raster files cannot be scaled. Vector files rely on a mathematical function to allow this scaling to occur. Raster files are not mathematically determined so what will happen as you scale the file it will be less sharp.==

9) Explain and define the use of a lossless file.
==Lossless files are files that contain a greater amount of detail and are used b most camera manufacturers as the base of a RAW file.==

10) Explain and define the use of a lossy file.
==Lossy files like jpegs, are files that have been created contain less data and each time you open/save/edit a lossy file additional data could be lost.==

11) Explain what is a PDF file and include at least 3 uses of any type of a PDF?
==PDF means, Portable Document Format which will allow you share a PDF across nearly any platform, and can be use for nearly any print or digital need.==

12) The process of examining and ready to publish or print file is called - bold face or underline your answer)?

==Preflighting==
Pre-Press
Makeready
Getting it done

13) Name at least three mandatory elements of a PDF file.
==If saving a PDF for print function you need to include crop marks, color bars and registration marks. For non-print ready needs the PDF selected must match the requirements of the digital publication. The same can be held true for specific print needs, such as SNAP, G7, or SWOP.==

14) What three components are needed to "see" color.
   You will need a source for the light (light temperature needs to be considered, an object to reflect the light and of course a viewing source.

15) Should the print/printing industry be considered an essential business during the Corona Virus crisis? Based on your research today, provide an in-depth answer (citing links, articles, stats and other online support) supporting or not supporting the exemption to this industry segment.
   Yes and No, during times of crisis we need to add to and increase the valid tools used for communication, so if one argues the positive you are correct, yet today most of our news comes to us via an online sources, so one can argue the negative.
   Contamination of printed items is a concern, but so are the use of non-personal computer system, I believe print is an essential resource for a combination of these reason.

16) Name and explain, define the four major printing processes. Include a much detail as possible.
   Relief – raised surface
   Lithography – on the surface
   Gravure- below the surface
   Screen – using a net or screen to print on the surface.

Once you have completed and emailed me your Mid-Term exam you are done for today. I will have a video link up and running (hopefully) for next Monday. Feel free to reach out to me at any time over the next 3-months regarding this class.

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