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Graphics Micro-Certification (GR-M APMP)



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Question: 1

Which statement about achieving the design principle of 'consistency' is TRUE?

- A. It is commonly used for graphics created in less mature organisations
- B. It is based on using graphics that have been found around the internet
- C. It is best implemented through the establishment and use of templates
- D. It is used to reduce the visual noise that may appear accidentally in a graphic

Answer: C

Question: 2

Which activity is undertaken in the Visualize step of the graphics creation process?

- A. Select the best aesthetic approach
- B. Select the most suitable graphic type
- C. Identify the benefits that will motivate the audience
- D. Identify the elements that provide differentiation

Answer: B

Question: 3

Which activity is undertaken in the Render step of the graphics creation process?

- A. Match the graphic style to the audience's demographic
- B. Capture the message information visually and succinctly
- C. Align the message with the audience's proficiency level
- D. Gather input from the Subject Matter Experts

Answer: A

Question: 4

In which step of the graphics creation process should the location and amount of space allocated to the graphics be decided?

- A. Render
- B. Visualize
- C. Explain
- D. Summarize

Answer: C

Question: 5

When working with a team, what action should the Conceptualizer carry out immediately after they have completed the concept meeting with the author or SME?

- A. Submit a draft of the final rendered graphic for wider audience review
- B. Illustrate the graphic using an approved template
- C. Brief the Renderer on the graphic's concept and message
- D. Create a mock-up of the graphic to match the action caption

Answer: D

Question: 6

Which design principle is MOST likely to be effective if your company's brand needs emphasizing?

- A. Balance
- B. Color
- C. Grid
- D. Shapes

Answer: B

Question: 7

In which step of the graphics creation process should the title containing the key message be developed?

- A. Summarize
- B. Explain
- C. Visualize
- D. Render

Answer: A

Question: 8

Which element should drive the messaging, content, and aesthetics of the graphics in a proposal?

- A. The communication of your willingness for a successful collaboration
- B. The customer's perception of your solution compared to competitors
- C. The replacement of words with graphics to reduce reading time
- D. The customer's constraints, core values and concerns

Answer: D

Question: 9

At which step in the development of a proposal would graphics conceptualization ideally be used as a storyboard for the creation of the proposal?

- A. Pre-Planning
- B. Planning
- C. Development
- D. Post

Answer: B

Question: 10

Which is one of the five high-level dimensions of how a person digests and processes information?

- A. Proportion
- B. Linkage
- C. Motor
- D. Distribution

Answer: C

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