

Catalog Design Practice Test Questions and Answers

1. What is the primary goal of effective catalog design?

- A) Using as many colors as possible
- B) Clear product presentation that drives sales and enhances user experience
- C) Minimizing product information
- D) Creating artistic layouts without functionality

2. Which layout principle is most important for catalog navigation?

- A) Random product placement
- B) Logical organization, clear categories, and consistent grid system
- C) Hiding product categories
- D) Using different layouts on every page

3. What should product images in catalogs prioritize?

- A) Artistic composition over product clarity
- B) High-quality, accurate representation with consistent lighting and style
- C) Low resolution to save space
- D) Heavily filtered or manipulated images

4. Which typography approach works best for catalog design?

- A) Using many different fonts throughout
- B) Clear hierarchy with readable fonts and consistent sizing
- C) Decorative fonts for all text
- D) Very small text to fit more content

Answers: 1-B 2-B 3-B 4-B

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