**2.01 Units of Measurement, Resolution, and Color Mode Activity**

**Directions:** Read each scenario and answer each question below.

**Jeremy is designing a flyer for the Future Business Leaders of America to promote an upcoming membership drive. He only needs a handful of flyers to post around the school, so he will be printing on his color printer.**

What is the most likely unit of measurement Jeremy selected when beginning his flyer?

What color mode should be selected before printing the flyer?

When creating the new document for the flyer, what should the resolution be?

**Marsha is designing a banner that will only be used on her company’s web page. The banner design is simple and does not have any photographs in the design. Marsha wants to ensure small file size to help the webpage load quickly.**

What is the most likely unit of measurement selected when designing the banner?

What color mode should be selected?

**Sasha is designing a webpage and she wants to ensure that it will display well on different types of devices, such as tablets, smart phones, and computer monitors.**

What units of measurement can Sasha use to help the webpage display more easily on multiple devices? Why?

**Eleanor is designing a newsletter that will be sent to the printer to have 500 copies made. She began designing the newsletter with inches set as the measurement unit, but she is having difficulty dividing with inches.**

What unit of measurement should Eleanor switch to in order to make dividing easier?

What color mode and resolution should be set for the flyer?

What is the recommended font size for the paragraphs that will be in the newsletter?

**Antonio is creating a print document that is 11” wide, but has decided to switch from using inches to using picas.**

How many picas would be in an 11” wide document?

If Antonio wanted to create three equal columns across the page, how many picas wide would each column be?

If Antonio had kept the units in inches and wanted to create three equal columns across the page, how wide would each column be?

**Maurice has designed a graphic for his webpage that measures 5” wide and 4” tall. Maurice designed the graphic using the recommend ppi for on screen design.**

How many pixels wide would the graphic be?

How man pixels tall would the graphic be?