

NOCTI Practice Test (Latest 2023 – 2024) With Complete Solution

The unauthorized copying of software is referred to as: - **Pirated Software**

There are images online that you want to use. The website states that the images are not copyrighted. You think you can use these without breaking the law. These images are referred to being in the what? - **Public Domain**

The best security for passwords is: - **Memorize it**

Eight bits equal how many bytes? - **1**

One megabyte equals how many bytes? - **1,048,576**

Storing data for the long term is called what? - **Archiving**

A logical series of instructions given to a computer is called a what? - **Program**

A technician can run a program or file on your computer that performs commonly repeated tasks. What is this program or file called? - **Script**

What is one piece of hardware that can be used to prevent Carpal Tunnel Syndrome? - **Wrist Rest**

Which of the following fire extinguishers should be used to put out an electrical fire? - **Class C**

Of the following printers, which one actually touches the paper to print? - **Impact**

What is the most popular port that can connect peripheral devices like printers? - **USB**

A single-sided, single density DVD recordable has a capacity of what? - **4.7 GB**

In Excel, the intersection of a row and a column is called what? - **Cell**

A database file that contains all the information about a single entity is called what? - **Record**

Margin, spacing, and font size are all examples of what? - **Formatting**

Combining address file data with a form letter is called what? - **Mail Merge**

Nocti Advertising And Design Practice Test

Robyn Blakeman

Nocti Advertising And Design Practice Test:

The Quality of Vocational Education Adam Gamoran,1998 **Advertising by Design** Robin Landa,2016-11-21 A real world introduction to advertising design in today s industry Advertising by Design is the most comprehensive up to date guide to concept generation and design for advertising Step by step instructions and expert discussion guide you through the fundamentals as you develop the deeper understanding that connects the dots and sparks your creativity Interviews with leading creative directors provide a glimpse into the real world idea generation process and case studies of successful ads allow you to dissect both the process and result to discover the keys to effective advertising This new third edition has been thoroughly updated to reflect the industry s shift from print and TV ads to fully integrated transmedia campaigns giving you invaluable insight into a broad range of media channels New concepts and strategies for social media digital media pull marketing creative content and more are discussed in depth to help you tell an engaging story using every tool at your disposal Ancillaries include PowerPoint slides and quizzes bring this book right into the classroom for a complete introduction to advertising design Students seeking a career in advertising need the ability to generate idea driven campaigns and adapt them for use in print mobile television and social media formats This book provides the well rounded instruction required to succeed in the digital age Master the fundamentals of advertising design for a range of media channels Integrate print web social media and more to convey an engaging story Jumpstart your creativity with lessons from top creative directors Build your knowledge base around the reality of modern advertising Effective advertisers blend ideas information and entertainment in a way that reaches a range of audiences through a range of media types this requires deep mastery of idea generation copywriting and graphic design Advertising by Design helps you develop the skills and knowledge today s advertising industry demands With its colorful current examples insightful interviews and relevant and thorough content this book is the winning text for me Journal of Advertising Education Sage Journals Spring 2017 **Advertising Design by Medium** Robyn Blakeman,2022-03-28 Conceived to give readers the principles and the tools to create successful advertisements in a variety of mediums this book is a detailed exploration of how visual and verbal elements of design work together to solve a business goal Effective visual and verbal design solutions are more than just a good idea they are purposeful on target on strategy and recognizable no matter where or in what form they appear Success depends on creative teams understanding of ideation layout type color varied image formats copywriting media advantages and limitations and production procedures for varied media formats The step by step approach of this book goes beyond broad theoretical discussions on copy and design Instead the book dissects the creative process into individualized and detailed discussions both creative and non creative students alike can understand and employ This book is ideal as a textbook for design courses within programs in advertising graphic design integrated marketing communication strategic marketing entrepreneurship business and mass communication Accompanying the text are online materials for instructors lecture slides a testbank and

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