6. TAKE THE ART DIRECTOR TEST

It won't ensure you will be a great art director, but it will determine whether you're good at taking tests.

1 As an art director you must be:

- (A) A Designer
- (B) A Photographer
- (C) An Illustrator
- (D) All of the above
- (E) None of the above

2 How much control should you have over the content of what you are art directing?

- (A) A lot
- (B) A little
- (C) None
- (D) Whatever you can scrape together

3 Should an art director be an expert typographer?

- (A) Yes
- (B) No
- (C) It can't hurt
- (D) It can hurt

4 What is the best medium in which to practice art direction?

- (A) Editorial
- (B) Advertising
- (C) Web
- (D) Motion
- (E) Corporate
- (F) Depends on the client

5 Should an art director take a heavy hand in the design of a project?

- (A) Yes
- (B) No
- (C) Depends who is working with them

6 Which art director had the most influence on magazine art directors?

- (A) Milton Glaser
- (B) Alexey Brodovitch
- (C) Henry Wolf
- (D) Bea Feitler
- (E) Rudy VanderLans
- (F) Willy Fleckhaus
- (G) George Lois
- (H) All of the above

7 Match the typeface to the art director:

- (A) Egyptian
- (B) Bodoni
- (C) Avant Garde
- (D) New York Times Cheltenham
- (E) Nicolas Cochin
- (F) Peignot

- (1) Franco Maria Ricci / Fabien Baron
- (2) Roger Black
- (3) Fred Woodward
- (4) Tom Bodkin
- (5) Charles Peignot
- (6) Herb Lubalin

8 Art direction is to design what _____.

- (A) military music is to music
- (B) painting is to sculpture
- (C) love is to lust
- (D) directing is to acting
- (E) mothering is to fathering
- (F) Huh?

9 What is the most valuable attribute of an art director?

- (A) Wisdom
- (B) Loyalty
- (C) Taste
- (D) Knowledge
- (E) The gift of the gab
- (F) All of the above
- (G) None of the above

10 What is the least attractive trait of an art director?

- (A) No historical memory
- (B) Kowtowing
- (C) Poor taste
- (D) Bad typography
- (E) Terrible ideas
- (F) All of the above
- (G) None of the above

11 An art director is a teacher.

- (A) True
- (B) False

ANSWERS. **1.** d and e. It is useful to be an these things, but not necessary as long as you can manage to get the best work out of them. **2.** a. The more the better if you have a real point of view. **3.** c. Art directors don't have to be typographers, but every little bit of knowledge is useful in commanding the total picture. **4.** f. The medium is just a vehicle. The client (be it an editor or producer or CEO) is the ultimate arbiter. **5.** c. A good art director should know when to let good designers do their jobs. **6.** h. All of these art directors have had a major impact on their fields. If you don't know who they are, you should learn about them. **7.** a/2; b/1; c/6; d/4; e/3; f/5. **8.** f. **9.** f. While it sounds trite, all these attributes are important in communicating with clients and guiding employees. **10.** f, of course. **11.** What do you think?