

Typography Midterm Exam

Q1: Basically, text has two main functions what are they?

Q2: Explain briefly what are pictographs and ideographs.

Q3: In 5000 BC, Sumerian invented what is recognized as the first alphabet. How is it called?

Q4: Around 3000 BC, Egyptians used an alphabet made of series of drawings. How is it called?

Q5: True or false (circle your answers).

- A. Words aren't actually read, they are recognized at their shapes.
- B. The bottom part of a sentence is more readable than the upper part.
- C. The size of a font corresponds to its characters width.
- D. The bottom part of a sentence is more readable than the upper part.
- E. Italic is the type of letters Romans would carve in stone.

Q6: Why is it recommended not to write a text in all uppercase?

Q7: Write two font size measurement units used in html (css) else than mm, cm and in.

Q8: Write the name of what is considered as being a neutral typeface.

Q9: From the following list, circle the letter(s) corresponding to a typographic Classification.

- A. Humanist
- B. Monospace
- C. Sans serif
- D. Old style
- E. Grotesque
- F. None of the above

Q10: There are several methods to achieve font adequacy, the action of choosing a font well suited to a composition. Name three of them.

Q11: Briefly explain what is a connotation?

Q12: Briefly explain what is a monogram?