

**(LO1) - Exercise – Short Response – Typography**

These research questions are used to prepare you for **(LO1) - Assignment.** You can use **Canvas** & the **Interne**t as research to help you find the answers to the questions.

You must not **COPY & PASTE** directly from the Internet, **put in your own words**

**Submit to Canvas on completion.**

**Q1. List 3 types of font categories?**

**A1.** Sans serif, Serif and Decorative

**Q2. List 2 types of Sans Fonts?**

**A2.** Times New Roman and Georgia

**Q3. List 2 types of Sans Serif Fonts?**

**A3.** Arial and Helvetica

**Q4. What is the purpose of using a Decorative Font in a web page?**

**A4.** Use decorative fonts for aesthetic appeal rather than readability

**Q5. What is meant by the term Text Alignment?**

**A5.** This is how text is arranged on a page in relation to other elements

**Q6. What is meant by the term Kerning?**

**A6.** The space between characters on a page

**Q7. What is meant by the term Leading?**

**A7.** The vertical space between lines of text on a page

**Q8. Why do Wed Developers use Google Fonts in their web pages?**

**A7.** Developers use Google fonts because it is almost universally used

**Q9. Why do Wed Developers use Icon Fonts in their web pages?**

**A7.** Icon fonts are vector graphics and therefore can be enlarged without losing definition and there are thousands available

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