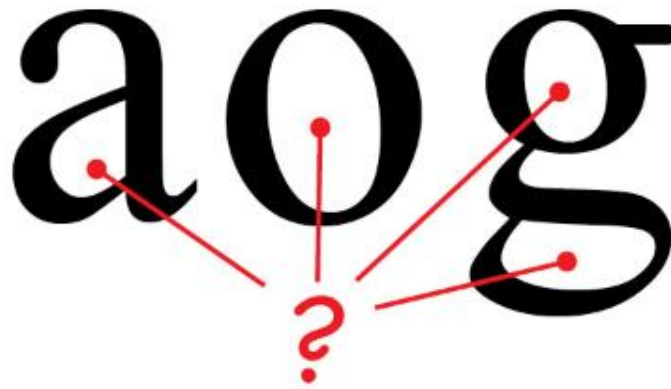


Typography

TOTAL POINTS 10

1.

1 point

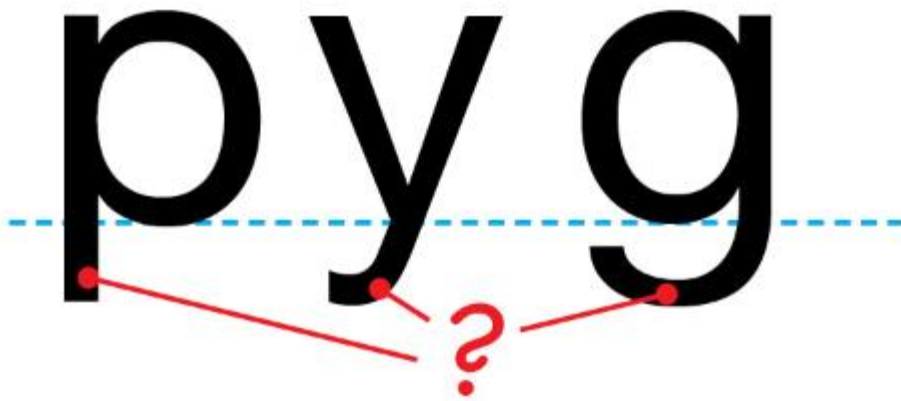


What is this area of a letterform called?

- ☐ Oval
- ☒ Counterspace
- ☐ Outer Space
- ☐ Letter Hole

2.

1 point



What are the parts of letters that fall below the baseline called?

- ☒ Descenders
- ☐ Ascenders
- ☐ Tails
- ☐ Rudders

3.

1 point

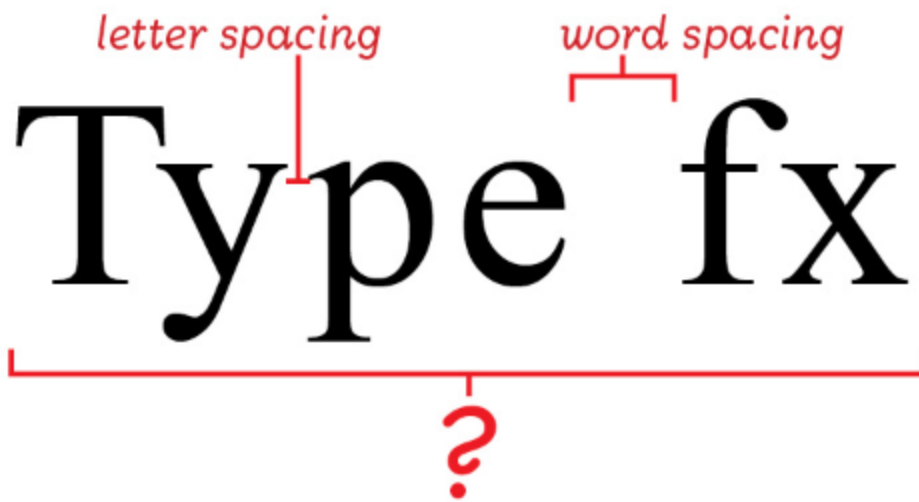


What is the term for this measurement in letterforms?

- ☐ a-height
- ☐ Cap Height
- ☐ Y-height
- ☒ X-height

4.

1 point



What is the term for letter spacing and word spacing combined?

- ☐ Trucking
- ☐ Type Spacing
- ☒ Tracking
- ☐ Tricking

5.

1 point

120 type
96 type
72 type
48 type
36 type
24 type

What is the measurement system for type called?

- ☒ Point size
- ☐ Pint size
- ☐ Lead size
- ☐ Inch size

How can you possibly decide what makes *good* typography? Does your criteria center around a style you like? Or just what is new, what you think is cool? Is good typography purely functional, invisible? Suavely neutral? Is good typography experimental? Full of energy and expression? How do you know? Really (really?).

The term good is highly subjective. Its a loose, lazy, flabby term that more often than not should be eradicated, and something more thoughtful put in its place. Its just too vague, there's too many variables, too many things it can mean. Yet there are ways to break down typography to figure out if it is good or not.

Typography is made up of many aspects, so you can begin by breaking it down into more concrete criteria for judgement. To start, typography is a "translatory" craft, the typographer uses letterforms to communicate messages to the audience. There are certain rules related to readability—certain concrete

What is the term for the setting of a block of text when the left hand and the right hand edges of the text form straight vertical lines?

- ☐ Range Right
- ☒ Justified
- ☐ Centered
- ☐ Range Left

7.

1 point



How can you possibly decide whether
your criteria center around a style
you think is cool? Is good typography
Suavely neutral? Is good typography
expression? How do you know?
The term good is highly subjective
more often than not should be avoided

What is the term for the distance between baselines in a block of text?

- ☒ Leading
- ☐ Cap height
- ☐ X-height
- ☐ Lineage

8.

1 point

Oh Bodoni

*straighter serifs,
extreme contrast
between thick
and thin strokes*

Is Bodoni an example of an Old Style, Transitional or Modern serif typeface?

- ☐ Old Style
- ☒ Modern
- ☐ Transitional

9.

1 point

Oh Futura

*round "o",
geometric,
modular
letterforms*

Is Futura an example of a Grotesque, Geometric, or Humanist sans serif typeface?

- ☐ Grotesque
- ☐ Humanist
- ☒ Geometric

10.

1 point

Regular / Roman

Typef

Bold

Typef

Italic

Typef

Bold Italic

Typef

What very popular type family is shown here?

- ☐ Helvetica
- ☒ Times
- ☐ Caslon
- ☐ Bodoni