**Questions and answers:**

#### In 1041, text became easier to arrange and reproduce using which of the following inventions?

1. Movable type

''Font'' is a common term referring to which of the following?

1. Typeface

In typography, which of the following refers to the ways in which lines of text are spaced vertically?

1. Leading

#### In typography, which of the following refers to the space between individual letters?

1. Kerning

#### In typography, letters that hang below the baseline of the text, like 'g' or 'y', are referred to as what?

1. Descenders

The distance between the baseline and the median for a letter is called the \_\_\_\_\_.

1. x-height

#### Which of the following lowercase letters would be an ascender?

1. h

What letter can sometimes have an ear?

1. lowercase g

#### What is the similarity and difference between a serif and a terminal?

1. Both are found at the end of stems and strokes, but a serif is a horizontal bar, while a terminal can be a ball, teardrop, rounded, or squared.

#### A capital letter K has what three parts?

1. Stem, arm & leg

#### 

#### In typesetting, how many points equal one inch?

1. 72

#### How do we measure the height of a font character?

1. It refers to the height of the printer's block beneath the letter.

What is kerning?

1. The space between characters

Typesetters used to use long blocks of lead to create what kind of spacing, when creating a page to print?

1. Line

Tracking involves what type of spacing, which we adjust, to avoid orphans and windows?

1. Word

In typesetting, a river is \_\_\_\_\_.

1. white space that flows down part of the paragraph

With pre-programmed spacing between letters in software programs, why might we still need to use kerning today?

1. To adjust the way words fill the line in fully justified text

#### What is the difference between a font and a typeface?

1. A font is a single set of letters, numbers, and symbols that shares certain design characteristics, while a typeface is a family of fonts.

How did leading get its name in typesetting?

1. Lead spacers between lines

#### What are two characteristics we strive for when planning our typesetting?

1. Legibility and readability

\_\_\_\_\_ is the study of symbols and signs, including their defined meaning and the interpretation of the symbols and signs based on cultural knowledge and appearance.

1. Semiotics

The dictionary definition of a word refers to its \_\_\_\_\_ meaning.

1. denotative

One of the aspects of denotation in typographic design involves \_\_\_\_\_.

1. practical choices of scale and alignment

The cultural interpretation of a word choice or how the typographic choices of typeface and color effects the word's interpretation is \_\_\_\_\_.

1. connotation

Which of the following would be the BEST connotative choice to include in a poster advertising a back-to-school sale?

1. Writing the words ''back to school'' in bright colors and energetic lines

What is the cap height when describing letterforms?

1. The height of capital letters

What is the difference between typefaces based on formal Roman letters and those based on informal Roman letters?

1. Formal letters have serifs and informal ones do not.

#### What is the name for the distance between the baseline and the median line?

1. X-height

#### What is the difference between an ascender and a descender?

1. An ascender rises above the median while a descender extends below the baseline.

What style of typeface also goes by the name Gothic?

1. Blackletter

What does the term ''kerning'' mean in typesetting and graphic design?

1. The space between letters in a word

Which of the following is NOT a way to ensure a viewer can see and read the typographic elements?

1. Using block letters or bold letters

Why is the principle of hierarchy important when using typography?

1. It helps guide the viewer through the written information.

What is visual weight?

1. The amount of attention an object commands from a viewer

Hierarchy uses what characteristic of an object to guide a viewer's attention?

1. Visual weight