

20 Multiple choice questions**40%**

1. What is reverse type?

- A. Free form Hand drawn typography
- B. All the letters, numbers, punctuation, etc
- C. ✓ Light text on dark background
- D. The part of a letterform that extends below the x height

2. Type designers/ Typographer start out by

- A. highlighting
- B. ✗ composing
- C. ✓ sketching
- D. Illustrating

3. How much the reader wants to read the text is measured as

- A. Density
- B. Decorative
- C. Tone
- D. ✓ Readability

4. What is a finial?

A.  A rounded form on a letter



B.  A non serif terminal that is rounded



A bar that crosses through the letterform



C.

Backbone of a letterform



D.

5. What is a tail?

- A. ✓ A downward curved or straight line at the finish of a letter



Curved and rectilinear form + extension at that joint



B.

- C. ✗ Any part of the letterform that is inked (basically the positive space of the letter)



A non serif terminal that is rounded



D.

6. Script letters are _____

- A. Force justified
- B. Slab Serif
- C. ✓ connected
- D. Non serif end of a stroke

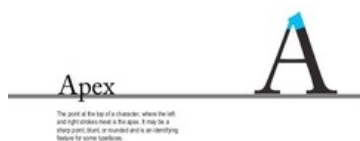
7. What is an apex?

Backbone of a letterform



A.

B. ✓ A vertex on a letterform that is up high



The inner space of a lowercase e



C.

A non serif terminal that is rounded



D.

8. What is a bowl?

A non serif terminal that is rounded



A.

B. ✓ A rounded form on a letter



A curved stroke aiming downward from the stem



C.

A downward curved or straight line at the finish of a letter



D.

9. The gutter should always be _____ than lead and _____ than margin (larger/smaller)

A. ✗ Force justified

B. 1. X height

C. Readability

D. ✓ larger
smaller

10. How many points are in an inch?

A. In justified type, when the quotation marks and punctuation hang outside of the rest of the bodycopy

B. ✓ 72

C. 12

D. not connected

11. What is a stroke?

A decorative element usually added to the upper right of the bowl of a g



A.

The negative space in between the meeting of 2 lines



B.

Flourish or decorative element (usually only found in decorative fonts)



C.

D. ✓ All the linear elements of the letterform (everything that is inked)

Essentially same as face



12. What is a stem?

- A. ✗ The space inside a letterform



A vertex on a letterform that is low



- B.
- C. ✓ Vertical or diagonal main stroke



Intersects on a letterform



- D.

13. What is the one category of sans serif type?

- A. Decorative type ornamented
- B. ✓ Grotesque (AKA Gothic)
- C. ✗ Non serif end of a stroke
- D. Free form Hand drawn typography

14. What is a style sheet?

- interior margin of text, by spine
 - also the space between columns
- A.
- B. The part of a letterform that extends below the x height
- C. All the letters, numbers, punctuation, etc
- D. ✓ Style that's pre-established
- paragraph style
 - character style

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15. What is leading?

- A. the space between the line to line
- B. ✗ the space between the Character to Character
- C. the space between the Character to line
- D. ✓ the space between lines of type from baseline to baseline

16. What is a shoulder?

- A. ✓ A curved stroke aiming downward from the stem



- B. ✗ Flourish or decorative element (usually only found in decorative fonts)



A bar that crosses through the letterform



- C. Curved and rectilinear form + extension at that joint



- D.

17. What is a crossbar?

A vertex on a letterform that is up high



- A.
- B. ✓ A bar that crosses through the letterform



A vertex on a letterform that is low



- C.
- D. ✗ The space inside a letterform



18. What alignment is to be avoided for fear of death?

- A. Slab Serif
- B. Grotesque (AKA Gothic)
- C. ✗ - geometric
- D. ✓ Force justified

19. How many picas are in an inch?

- A. All the letters, numbers, punctuation, etc
- B. ✓ 6
- C. 12
- D. ✗ Decorative type ornamented

20. List the characteristics of transitional type

- A.** ✓ - mathematical
- even serif
- bracketed serif
- horizontal serif
- stress of O is ~almost- 90*
- B.** ✗ - high contrast
- hairline serif
- no bracket on serif
- stress of O is 90*
1. Headline
2. Subhead
- C.** 3. Body copy
- D.** Left justified/Rag right