

Try again once you are ready
Grade received 68.75%
To pass 80% or higher
Try again

1. A _____ is the size, thickness, and emphasis of letters.

1 / 1 point

- ☐ serif
- ☐ typeface
- ☐ sans serif
- ☒ font

✓ Correct
A font is the size, thickness, and emphasis of letters. Some variations include light, bold, italicized, or regular.

2. Which of the following is an example of a typeface name?

1 / 1 point

- ☒ Arial
- ☐ Underline
- ☐ Heading
- ☐ Normal

✓ Correct
Arial is an example of a sans serif typeface name.

3. You want to include a serif typeface for an upcoming design project. Which of the following font families work best for the design?

0 / 1 point





A



A



A



Incorrect

This is an example of a sans serif typeface. The example directly below illustrates a serif typeface because of the extra lines hanging from the text.

4. What are the benefits of good typography? Select all that apply.

0.75 / 1 point



Typography limits wasted text space.



This should not be selected

While limiting wasted space is important in visual design, typography focuses on the use of text and font. Typography adds hierarchy to help readers navigate a page better, makes text easier to read, and matches brand guidelines.



Typography demonstrates brand guidelines.



Correct

Typography communicates a brand's identity and values, adds hierarchy to help readers navigate a page better, and makes text easier to read.



Typography adds hierarchy to help readers navigate a page better.

✓ Correct
Typographic hierarchy helps people better navigate a page, makes text easier to read, and demonstrates brand guidelines.

✓ Typography makes text easier to read.

✓ Correct
Typography makes the content legible for users, adds hierarchy to help readers navigate a page better, and demonstrates brand guidelines.