

Ans:1 Two Functions of Type. In order for your type to communicate it needs to do two things at different levels of the typographic hierarchy. The first is about readability and the second is about legibility. Legibility is mostly a function of typeface design.

Ans:2:pictographic:Pictures representing words (things, objects...)

- Ideographs : Pictures representing ideas and concepts (love, honesty, courage...).

Ans:3 Cuneiform is a system of writing first developed by the ancient Sumerians of Mesopotamia c. 3500-3000 BCE. It is considered the most significant among the many cultural contributions of the Sumerians and the greatest among those of the Sumerian city of Uruk which advanced the writing of cuneiform c. 3200 BCE.

Ans:4 Hieroglyphs.

Ans:5 A(true)

B(false)

C(false)

D(false), E(true).

Ans:6 While all caps can be used as an alternative to rich-text "bolding" for a single word or phrase, to express emphasis, repeated use of all caps can be considered "shouting" or irritating. Such poor netiquette has led to a number of cases involving employees being laid off for this particular reason.

Ans:7 Em, pt,and px.

Ans:8 Expressive.

Ans:11 The drawing of typeface can be expressive • It has connotation
• Can be : friendly, scary, elegant, emotional, etc.

Ans: 12 1. They are everywhere • Motif/symbol made by combining two or more letters • Often combining the initials of an individual or a company • Often used as recognizable symbols or logos • A series of uncombined initials = cypher (not a monogram).