

Understanding Typography Basics

Typography · Answer Key · 15 Questions

1. What do we call the style and appearance of letters and numbers in a document?

- A) Color
- B) Font**
- C) Picture
- D) Smell

2. Which part of a letter goes below the main line of text?

- A) Ascender
- B) Descender**
- C) Cap Height
- D) X-height

3. What is the name for the main body of a letter, like the part of 'A' that is not the pointy top or the legs?

- A) Stem
- B) Serif
- C) Bowl**
- D) Tail

4. The small decorative strokes at the ends of some letters are called:

- A) Ligatures
- B) Kerning
- C) Serifs**
- D) Baseline

5. What is the imaginary line that most letters sit on?

- A) Cap line
- B) X-height line
- C) Baseline**
- D) Descender line

6. Which letter has a part that extends upwards, like the top of a 'b' or 'd'?

- A) Descender
- B) Ascender**
- C) Bowl
- D) Serif

7. What do we call the space inside the loop of a letter like 'o' or 'p'?

A) Counter

- B) Kerning
- C) Ascender
- D) Stem

8. What is the straight vertical stroke in letters like 'l' or 'i' called?

- A) Bowl
- B) Tail

C) Stem

- D) Serif

9. The small 'e' shape in letters like 'n' or 'm' is known as the:

- A) Counter

B) Bowl

- C) Ascender
- D) Baseline

10. What is the space between two letters called?

- A) Leading

B) Kerning

- C) Tracking
- D) Margin

11. Letters without the small decorative strokes at the ends are called:

- A) Serifed

B) Sans-serif

- C) Bold
- D) Italic

12. What is the height of the lowercase letters like 'x' or 'a' called?

- A) Cap height
- B) Ascender height
- C) Descender depth

D) X-height

13. When letters are thicker and darker, we say they are:

- A) Light
- B) Regular

C) Bold

- D) Thin

14. When letters are slanted to the right, they are:

- A) Bold
- B) Underlined
- C) Italic**
- D) Regular

15. What is the name for a complete set of letters, numbers, and symbols in a particular design?

- A) Font**
- B) Word
- C) Sentence
- D) Paragraph