

Exploring the World of Typography

Typography · Answer Key · 18 Questions

1. What is the name for the small decorative strokes often found at the ends of a letter's arms or tails?

- A) Serifs**
- B) Strokes
- C) Glyphs
- D) Ascenders

2. Which font style has these small decorative strokes at the ends of letters?

- A) Sans-serif
- B) Monospace
- C) Script
- D) Serif**

3. What do you call a font that does NOT have serifs, making it look cleaner and more modern?

- A) Serif
- B) Slab Serif
- C) Sans-serif**
- D) Blackletter

4. In typography, what is the general term for a character, like 'A', 'b', or '!', or a symbol?

- A) Font
- B) Typeface
- C) Glyph**
- D) Wordmark

5. What is a collection of all the letters, numbers, and symbols in a particular design called?

- A) Font
- B) Letterpress
- C) Glyph set
- D) Typeface**

6. Which type of font style looks like handwriting or calligraphy?

- A) Serif
- B) Sans-serif
- C) Script**
- D) Monospace

7. What is the term for the imaginary line that most letters in a sentence sit on?

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

8. What part of a lowercase letter, like the 'h' or 'd', extends above the x-height?

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

9. The part of a lowercase letter that extends below the baseline, like in 'p' or 'g', is called a:

- A) Ascender
- B) Stem
- C) Counter
- D) Descender**

10. What is the white space within a letter, such as the hole in 'o' or 'a', called?

- A) Bowl
- B) Counter**
- C) Loop
- D) Serif

11. What is the main vertical stroke of a letter called?

- A) Arm
- B) Shoulder
- C) Stem**
- D) Tail

12. In typography, what does 'kerning' refer to?

- A) The space between lines of text
- B) The style of the letters
- C) Adjusting the space between specific pairs of letters**
- D) The size of the letters

13. What is 'leading' in typography?

- A) The thickness of a letter's stroke
- B) The space between words
- C) The space between lines of text**
- D) The style of the font

14. A font where every character has the same width, like in old typewriters, is called:

- A) Proportional
- B) Variable
- C) Condensed
- D) Monospace**

15. Which of these is an example of a sans-serif font?

- A) Times New Roman
- B) Georgia
- C) Arial**
- D) Garamond

16. What is the term for the overall design and appearance of printed or digital text?

- A) Font
- B) Layout
- C) Typography**
- D) Calligraphy

17. Which historical period saw the rise of decorative, elaborate lettering often seen in ancient manuscripts?

- A) Modern Era
- B) Renaissance
- C) Medieval Period**
- D) Art Nouveau

18. What is the approximate height of lowercase letters like 'x' called?

- A) Cap height
- B) Baseline
- C) Ascender height
- D) X-height**