

Typography Fundamentals

Typography · Answer Key · 10 Questions

1. Which optical illusion causes tall, thin vertical lines to appear longer than equally long horizontal lines of the same width?

- A) Müller-Lyer illusion**
- B) Ponzo illusion
- C) Ebbinghaus illusion
- D) Zöllner illusion

2. In typography, what is the primary purpose of the 'x-height' measurement?

- A) To determine the overall height of the typeface
- B) To measure the distance between ascenders and descenders
- C) To define the height of lowercase letters without ascenders or descenders**
- D) To indicate the spacing between lines of text

3. What is the scientifically recognized term for the phenomenon where readers subconsciously fill in missing information or anticipate words based on context and visual cues in typography?

- A) Gestalt completion**
- B) Priming effect
- C) Cognitive fluency
- D) Bottom-up processing

4. Research in psycholinguistics suggests that which characteristic of a typeface can significantly impact reading speed and comprehension due to its influence on cognitive fluency?

- A) Serif presence
- B) Line weight variation
- C) X-height consistency
- D) Letterform clarity**

5. The legibility of a typeface is often objectively measured by factors related to the distinctiveness of its letterforms. Which of the following is a key determinant of legibility from a perceptual standpoint?

- A) The number of decorative elements in a glyph
- B) The amount of negative space within a character**
- C) The complexity of the kerning pairs
- D) The density of ink coverage on a page

6. According to studies on visual perception and typography, what is the optimal line length for body text to balance readability and efficient eye movement across a line?

- A) 50-75 characters**
- B) 25-35 characters
- C) 80-100 characters
- D) 10-15 characters

7. What is the scientific principle that explains why the horizontal stroke of a letter often appears thicker than its vertical stroke at the same physical measurement, due to how the eye perceives lines in different orientations?

- A) Weber-Fechner law
- B) Hick's Law
- C) Acuity limit**
- D) Isophot

8. Which typographic element, when improperly applied, can lead to 'rivers' of white space that disrupt reading flow and create visual distractions?

- A) Leading
- B) Tracking
- C) Kerning
- D) Justification**

9. The study of how readers interact with text on a page, including eye movement patterns and fixation points, is known as:

- A) Visual acuity testing
- B) Eye-tracking research**
- C) Ergonomic design analysis
- D) Usability heuristics

10. What is the term for the subtle adjustment of space between specific pairs of letters to improve visual harmony and readability, based on their shapes?

- A) Leading
- B) Tracking
- C) Kerning**
- D) Alignment