

# Typography Fundamentals

Typography · Practice Test · 10 Questions

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**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