

Typography Basics for Students

Typography · Answer Key · 12 Questions

1. What is the term for the small decorative strokes found at the ends of character stems in some typefaces?

- A) Serif**
- B) Sans-serif
- C) Kerning
- D) Leading

2. Which term refers to the vertical space between lines of text?

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

3. What does the term 'Sans-serif' literally mean?

- A) With curves
- B) Without serifs**
- C) Bold weight
- D) Decorative style

4. Which unit of measurement is most commonly used in digital typography to define font size?

- A) Centimeters
- B) Points**
- C) Inches
- D) Millimetres

5. What is the name for the adjustment of space between two specific individual characters?

- A) Kerning**
- B) Justification
- C) Baseline
- D) Hierarchy

6. In typography, what is a 'typeface'?

- A) A printing press
- B) A specific design of characters**
- C) The thickness of paper
- D) A digital image file

7. Which font style is characterized by slanted characters used for emphasis?

- A) Bold
- B) Underline
- C) Italic**
- D) Small caps

8. What is the 'baseline' in typography?

- A) The top of the capital letters
- B) The bottom edge of the letter 'g'
- C) The invisible line on which characters sit**
- D) The space between words

9. What term describes the overall thickness of the strokes in a typeface?

- A) Weight**
- B) Posture
- C) Width
- D) Cap height

10. Which of these is considered a 'display' typeface, typically used for headlines rather than long body text?

- A) Helvetica
- B) Arial
- C) Impact**
- D) Times New Roman

11. What is the 'x-height' of a typeface?

- A) The height of capital letters
- B) The height of lowercase letters excluding ascenders and descenders**
- C) The width of the letter X
- D) The total height of the font

12. What is 'tracking' in typography?

- A) The distance between two letters
- B) The overall spacing between all characters in a block of text**
- C) The slant of the letters
- D) The thickness of the font