

Advanced Typography History

Typography · Answer Key · 15 Questions

1. Which punchcutter is credited with creating the first 'roman' typeface based on humanist calligraphy in 1470?

- A) Nicolas Jenson**
- B) Claude Garamond
- C) Aldus Manutius
- D) Giambattista Bodoni

2. In 1757, which English typographer introduced the first 'Transitional' typeface, noted for its increased contrast between thick and thin strokes?

- A) William Caslon
- B) John Baskerville**
- C) Robert Granjon
- D) Eric Gill

3. The 'Papyri of the Dead' led to which specific typographic development in early Arabic script?

- A) Kufic script**
- B) Naskh script
- C) Thuluth style
- D) Nastaliq style

4. What was the primary technical innovation of the 'Linotype' machine, patented by Ottmar Mergenthaler in 1884?

- A) Phototypesetting
- B) Hot metal casting of entire lines**
- C) Digital laser etching
- D) Movable wooden type

5. The 16th-century typeface 'Garamond' was influenced by the work of which French Renaissance scholar and typographer?

- A) Geoffroy Tory**
- B) Claude Garamond
- C) Robert Estienne
- D) Henri Estienne

6. Which 19th-century typeface category was the first to explicitly feature 'slab' serifs, often used in advertising posters?

- A) Didone
- B) Egyptian**
- C) Humanist
- D) Blackletter

7. In 1928, Jan Tschichold published 'Die neue Typographie', which championed which specific design movement?

- A) Art Nouveau
- B) Constructivism**
- C) Swiss Style
- D) Arts and Crafts

8. Who designed the typeface 'Gill Sans' in 1926, which became known as the 'Helvetica of England'?

- A) Edward Johnston
- B) Eric Gill**
- C) Stanley Morison
- D) Herbert Bayer

9. The 'Kelmscott Press', founded by William Morris in 1891, sought to revive the typographic standards of which era?

- A) The Enlightenment
- B) The Early Renaissance
- C) The Victorian Industrial Age
- D) The 15th Century**

10. What is the historical significance of the 'Gutenberg Bible' (c. 1455) in terms of typographic style?

- A) It used the first sans-serif font
- B) It imitated the textura script of medieval manuscripts**
- C) It introduced italics for the first time
- D) It was printed using movable metal type in a Greek font

11. Which typeface was commissioned by The Times of London in 1931 and developed by Stanley Morison?

- A) Times New Roman**
- B) Plantin
- C) Baskerville
- D) Centaur

12. The 'Didot' family of typefaces is classified under which typographic historical category?

- A) Old Style
- B) Transitional
- C) Modern (Didone)**
- D) Neo-Grotesque

13. Which early 20th-century designer is famous for the 'Bauhaus' typography, specifically the 'Universal' typeface?

- A) Herbert Bayer**
- B) Jan Tschichold
- C) Paul Renner
- D) Adrian Frutiger

14. The 'Unicode' standard, which revolutionized digital typography by providing a unique number for every character, was first released in what year?

- A) 1981
- B) 1991**
- C) 1996
- D) 2001

15. What was the primary innovation of the 'Aldine Press' in 1501 regarding typeface usage?

- A) The first use of italic type for entire books**
- B) The introduction of sans-serif capitals
- C) The use of synthetic inks
- D) The creation of the first stencil fonts