

Typography Essentials

Typography · Answer Key · 12 Questions

1. Which typographic term refers to the vertical distance between the baselines of two lines of text?

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

2. In typography, what is the specific name for the small decorative stroke that finishes off the main strokes of a letter?

- A) Terminal
- B) Apex
- C) Serif**
- D) Counter

3. Which font style is characterized by the absence of decorative strokes at the ends of character stems?

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

4. What is the term for the adjustment of space between two individual characters to improve legibility or visual harmony?

- A) Letterspacing
- B) Justification
- C) Kerning**
- D) Baseline shift

5. Who is credited with inventing the movable type printing press in Europe around 1440?

- A) Aldus Manutius
- B) Johannes Gutenberg**
- C) Claude Garamond
- D) William Caslon

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

- A) The height of an uppercase letter
- B) The distance between the baseline and the mean line**
- C) The total height of the character including ascenders
- D) The width of the letter 'x'

7. Which of the following is considered a 'Humanist' typeface classification?

- A) Bodoni
- B) Didot
- C) Centaur**
- D) Futura

8. What is a 'ligature' in typography?

- A) A font style designed for mobile devices
- B) Two or more letters joined as a single glyph**
- C) The space inside a closed letter like 'o'
- D) The slanted angle of an italic font

9. In digital typography, which unit of measurement is typically used to define font size?

- A) Millimeters
- B) Points**
- C) Picas
- D) Centimeters

10. What is the term for a typeface that is designed to be highly readable at very small sizes?

- A) Display face
- B) Agate
- C) Caption face**
- D) Monospaced

11. Which part of a lowercase letter extends above the mean line (the top of the x-height)?

- A) Descender
- B) Terminal
- C) Ascender**
- D) Spine

12. What characterizes a 'monospaced' typeface?

- A) Variable stroke width
- B) All characters occupy the same horizontal width**
- C) Designed only for headlines
- D) No curves in the letterforms