

Fundamentals of Typography

Typography · Answer Key · 10 Questions

1. What is the primary purpose of a serif in typography?

- A) To create a decorative flourish
- B) To guide the eye along the line of text and improve readability**
- C) To increase the weight of a character
- D) To distinguish between uppercase and lowercase letters

2. Which of the following is the most common type of font based on its structure?

- A) Script fonts
- B) Display fonts
- C) Sans-serif fonts**
- D) Blackletter fonts

3. What is kerning in typography?

- A) The space between lines of text
- B) The adjustment of space between specific pairs of characters**
- C) The overall width of a typeface
- D) The height of lowercase letters

4. The term 'baseline' in typography refers to:

- A) The thickest stroke of a letter
- B) The imaginary line on which most characters sit**
- C) The top of uppercase letters
- D) The space between paragraphs

5. What is x-height in typography?

- A) The width of the letter 'x'
- B) The height of the lowercase letters in a typeface, excluding ascenders and descenders**
- C) The distance between two ascenders
- D) The slant of italic type

6. Which of these is an example of a sans-serif typeface?

- A) Times New Roman
- B) Garamond
- C) Arial**
- D) Georgia

7. What is 'leading' in typography?

- A) The overall visual density of text
- B) The space between letters
- C) The space between lines of text**
- D) The stylistic variation of a typeface

8. What does 'typeface' refer to?

- A) A specific font file on a computer
- B) A collection of characters of a single design, size, and weight**
- C) The arrangement of text on a page
- D) The software used for typesetting

9. Which type of typeface is characterized by the absence of serifs?

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

10. What is the term for the small stroke that projects from the end of a larger stroke in a letterform?

- A) Ascender
- B) Descender
- C) Serif**
- D) Stem