

Foundations of Typography

Typography · Answer Key · 20 Questions

1. What is the term for the small decorative stroke or tail found at the end of a character's main stroke?

- A) Apex
- B) Serif**
- C) Stem
- D) Bowl

2. In typography, what is the 'x-height' of a typeface?

- A) The total height of the character including ascenders
- B) The height of lowercase letters excluding ascenders and descenders**
- C) The width of the letter 'x'
- D) The space between two lines of text

3. Which part of a lowercase letter 'b' or 'd' is called the 'ascender'?

- A) The circular bottom part
- B) The horizontal base line
- C) The vertical stroke that rises above the x-height**
- D) The small dot above the letter

4. What is 'kerning' in professional typesetting?

- A) The adjustment of space between individual pairs of letters**
- B) The thickness of the lines in a font
- C) The slant of the letters
- D) The height of the capital letters

5. Which of the following is considered a 'sans-serif' typeface?

- A) Times New Roman
- B) Garamond
- C) Helvetica**
- D) Baskerville

6. What is the 'baseline' in typography?

- A) The top edge of capital letters
- B) The invisible line upon which a row of characters sits**
- C) The distance between the bottom of two lines of text
- D) The thickness of the letter's stroke

7. What does the term 'ligature' refer to in typography?

- A) The slant of a font
- B) Two or more letters joined into a single character**
- C) The decorative tail on a capital letter
- D) The width of a character

8. In digital typography, what is a 'glyph'?

- A) A specific style of italics
- B) A single representation of a character**
- C) The space between two words
- D) A type of font weight

9. What is the purpose of 'leading' (pronounced 'ledding')?

- A) To adjust the vertical space between lines of text**
- B) To change the font size
- C) To make letters bolder
- D) To align text to the right

10. Which font style is characterized by having 'feet' or small projections at the ends of strokes?

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

11. What is the name for the rounded, open space within letters like 'o', 'b', or 'p'?

- A) Counter**
- B) Apex
- C) Stem
- D) Vertex

12. In a typeface, what is the 'descender'?

- A) A letter that is written in italics
- B) The part of a letter that extends below the baseline**
- C) The space between words
- D) The thickness of the font

13. What does 'tracking' refer to in a body of text?

- A) The uniform adjustment of spacing between all characters**
- B) The height of the letters
- C) The angle of the letters
- D) The color of the font

14. Which of these describes a 'monospace' typeface?

- A) All characters have the same width**
- B) Characters vary in width based on their shape
- C) It is used only for headings
- D) It is always a script font

15. What is an 'apex' in typography?

- A) The bottom of a letter like 'j'
- B) The point at the top of a letter like 'A' where two strokes meet**
- C) The thickness of a vertical stroke
- D) The middle line of a capital 'E'

16. Which of these is a 'script' typeface design?

- A) Arial
- B) Courier New
- C) Lucida Handwriting**
- D) Impact

17. What do we call the 'weight' of a font?

- A) The thickness of the characters**
- B) The width of the letters
- C) The height of the font
- D) The slant of the letters

18. What is 'justification' in text formatting?

- A) Aligning text to the left margin only
- B) Aligning text to the right margin only
- C) Spacing text so it reaches both the left and right margins evenly**
- D) The angle of the text on the page

19. Which of the following is considered a 'display' typeface?

- A) A font designed to be read in small, long paragraphs
- B) A font designed specifically for large, eye-catching headings**
- C) A font used for legal documents
- D) A font that only contains numbers

20. What is the 'terminal' of a character?

- A) The end of a stroke that does not have a serif**
- B) The space between lines
- C) The top of an ascender
- D) The width of the character's bowl