

Typography Basics

Design And Technology · Answer Key · 18 Questions

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

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

2. Which font style is known for having no small strokes at the ends of letters?

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

3. What is the invisible line upon which a line of text rests?

- A) Cap height
- B) Baseline**
- C) X-height
- D) Descender

4. In typography, what does the term 'Typeface' refer to?

- A) The machine used to print text
- B) A specific set of letter designs**
- C) The thickness of the paper
- D) The speed of reading

5. What is the measurement of the vertical space between lines of text?

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

6. Which part of a letter extends below the baseline, such as in the letter 'g' or 'y'?

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

7. What do we call the adjustment of space between individual pairs of letters?

- A) Kerning
- B) Leading
- C) Justification
- D) Formatting

8. Which part of a lowercase letter, like the 'h' or 't', extends above the main body?

- A) Ascender
- B) Counter
- C) Baseline
- D) Bowl

9. What is the 'X-height' of a typeface?

- A) The height of uppercase letters
- B) The width of the letter 'x'
- C) The height of lowercase letters excluding ascenders and descenders
- D) The thickness of the stroke

10. What is the name for the empty space enclosed within a letter like 'o' or 'e'?

- A) Bowl
- B) Counter
- C) Serif
- D) Stem

11. Which term describes the overall thickness or 'weight' of a letter's stroke?

- A) Boldness
- B) Scale
- C) Type-style
- D) Stroke width

12. What is the term for text that is lined up evenly along the left margin?

- A) Right-aligned
- B) Left-aligned
- C) Centered
- D) Justified

13. Which typeface is traditionally associated with a classic, formal appearance?

- A) Serif
- B) Sans-serif
- C) Monospace
- D) Handwritten

14. What is the main purpose of using a font hierarchy in a document?

- A) To use as many fonts as possible
- B) To create a pleasing pattern
- C) To show the importance of different text levels**
- D) To change the color of the text

15. What does the term 'Monospaced' mean in typography?

- A) All characters have the same width**
- B) Characters are slanted
- C) Characters are very bold
- D) Letters have no curves

16. Which alignment style has text flush against both the left and right margins?

- A) Centered
- B) Justified**
- C) Ragged right
- D) Indented

17. What is the 'Cap Height' of a typeface?

- A) The width of capital letters
- B) The height of lowercase letters
- C) The height of uppercase letters from the baseline**
- D) The distance between sentences

18. Which of the following is considered a 'Script' font?

- A) A font that looks like handwriting**
- B) A font that uses only squares
- C) A font designed for math symbols
- D) A font with very thick serifs