Typography History and Technical Standards

Typography · Answer Key · 18 Questions

1. In what year did Johannes Gutenberg complete the printing of the 42-line Bible?

A) 1440
B) 1455
C) 1462
D) 1470

2. How many points are traditionally defined as being in one inch of typographical measurement?

A) 60
B) 72
C) 84
D) 96

3. Giambattista Bodoni, famous for his 'modern' typeface, published his magnum opus 'Manuale Tipografico' in what year?

A) 1788
B) 1801
C) 1818
D) 1825

4. Who created the Baskerville typeface, which was first introduced in 1754?

A) John Baskerville
B) William Caslon
C) Claude Garamond
D) Giambattista Bodoni

5. The term 'point' as a unit of measurement in printing was standardized in France by Pierre Simon Fournier in which century?

A) 16th
B) 17th
C) 18th
D) 19th

6. How many distinct weights does the classic Univers typeface family, designed by Adrian Frutiger in 1957, originally contain?

A) 12
B) 21
C) 32
D) 44

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7. Which company released the Helvetica typeface in 1957?

A) Monotype
B) Linotype
C) Haas Type Foundry
D) Adobe

8. In typography, what is the standard ratio for the 'Golden Section' often used for calculating margins?

A) 1:1.414
B) 1:1.618
C) 1:2.0
D) 1:0.707

9. Claude Garamond, a French punchcutter, is believed to have died in which year?

A) 1561
B) 1575
C) 1588
D) 1602

10. Stanley Morison oversaw the design of which iconic typeface for The Times of London in 1932?

A) Gill Sans
B) Bembo
C) Times New Roman
D) Perpetua

11. The Adobe PostScript language, which revolutionized digital type, was introduced in what year?

A) 1978
B) 1984
C) 1989
D) 1992

12. How many basic stroke thicknesses are generally used to classify a typeface as 'Monoline'?

A) 1
B) 2
C) 3
D) 4

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13. The font 'Futura' was designed by Paul Renner and released in which year?

A) 1923
B) 1927
C) 1931
D) 1935

14. What is the standard number of lines in a 'Gutenberg Bible' page, from which it derives its name?

A) 36
B) 40
C) 42
D) 48

15. William Caslon I established his famous type foundry in London in which year?

A) 1712
B) 1720
C) 1734
D) 1745

16. What is the value of a 'pica' in terms of points?

A) 6 points
B) 10 points
C) 12 points
D) 16 points

17. The 'Dada' movement, which heavily experimented with non-traditional typography, began in Zurich in what year?

A) 1912
B) 1916
C) 1920
D) 1924

18. Eric Gill completed the design of the Gill Sans typeface in which year?

A) 1922
B) 1928
C) 1933
D) 1938

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