Typography Essentials

Design And Technology · Answer Key · 25 Questions

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

A) Kerning
B) Leading
C) Tracking
D) Baseline

2. What is the name of the small decorative stroke that extends from the ends of the main strokes of a letterform?

A) Terminal
B) Counter
C) Serif
D) Stem

3. Which classification of typeface is characterized by high contrast between thick and thin strokes and horizontal serifs?

A) Modern/Didone
B) Humanist
C) Geometric
D) Blackletter

4. What does the term 'kerning' specifically refer to in typography?

A) Adjusting space between all characters in a block
B) Adjusting space between two individual characters
C) The weight of a typeface
D) The vertical distance between lines

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 'x-height' of a typeface?

A) The height of the capital letters
B) The height of lowercase letters excluding ascenders and descenders
C) The width of the letter 'x'
D) The distance from the baseline to the top of an ascender

Quixly | This material was auto-generated. Quixly is not liable for errors or omissions. Visit quixlylearn.com to report corrections.

7. Which term describes the consistent adjustment of spacing across a word, line, or paragraph?

A) Tracking
B) Leading
C) Justification
D) Ligature

8. What is a 'ligature' in typography?

A) A decorative line under text
B) The space between columns
C) Two or more letters joined as a single glyph
D) The thickness of a stroke

9. In typography, what is a 'widow'?

A) A single word on its own line at the end of a paragraph
B) A heading that stands alone
C) The first letter of a paragraph that is enlarged
D) A line of text that is significantly shorter than the others

10. Which of the following describes a 'monospaced' font?

A) Characters have variable widths
B) Characters all occupy the same amount of horizontal space
C) The font contains only capital letters
D) The font is designed for high-resolution printing

11. What is the purpose of the 'baseline' in a line of text?

A) The invisible line upon which characters sit
B) The top edge of the lowercase letters
C) The middle point of a character
D) The line that separates two paragraphs

12. What is an 'ascender' in a lowercase letter?

A) The portion of a letter that extends below the baseline
B) The portion of a letter that extends above the x-height
C) The horizontal stroke of the letter
D) The curvature of the letter

13. Which of the following is a 'slab serif' typeface?

A) Arial
B) Courier
C) Rockwell
D) Futura

14. What does the term 'glyph' represent in digital typography?

A) A specific weight of a font
B) A single character or symbol
C) The process of printing text
D) The style of a font family

15. What is the name for a typeface where the letters are based on circular and triangular shapes?

A) Geometric sans-serif
B) Humanist serif
C) Script
D) Old Style

16. What is 'justified' text alignment?

A) Text aligned to the left side
B) Text aligned to the right side
C) Text spaced to align with both left and right margins
D) Text centered on the page

17. What is a 'descender'?

A) The part of a character that extends below the baseline
B) The part of a character that extends above the cap height
C) The stroke connecting two parts of a letter
D) The thickness of the serifs

18. Which era of typography is associated with the invention of the printing press by Johannes Gutenberg?

A) Digital Age
B) Victorian Era
C) Blackletter/Gothic
D) Modernist movement

19. What is the 'cap height' of a typeface?

A) The distance between the baseline and the top of capital letters
B) The width of the letter 'M'
C) The total height of the font including descenders
D) The width of the character set

Quixly | This material was auto-generated. Quixly is not liable for errors or omissions. Visit quixlylearn.com to report corrections.

20. What is a 'small cap' in typography?

A) A capital letter that is the same height as lowercase letters
B) A lowercase letter that is enlarged
C) A font style using only thin strokes
D) A decorative element added to capitals

21. Which of these is a characteristic of 'humanist' typefaces?

A) Uniform stroke width
B) Variable stroke width based on calligraphy
C) Strictly geometric shapes
D) Lack of serifs

22. What is a 'terminal' in a typeface?

A) The end of a stroke that does not have a serif
B) The point where two strokes meet
C) The vertical stroke of the letter
D) The total width of the character

23. What does the term 'weight' refer to in a font family?

A) The height of the characters
B) The thickness of the strokes
C) The horizontal width of the characters
D) The style of the serifs

24. What is a 'counter' in typography?

A) The total number of characters in a font
B) The empty space inside a closed or partially closed letter
C) The decorative tail of a letter
D) The horizontal line across a 't'

25. Which typeface is famously known for being created by Max Miedinger and Eduard Hoffmann in 1957?

A) Helvetica
B) Times New Roman
C) Verdana
D) Comic Sans

Quixly | This material was auto-generated. Quixly is not liable for errors or omissions. Visit quixlylearn.com to report corrections.