

Typography I

Quiz

Name:

Letterforms and Typefaces:

In a letterform, what does axis mean?

In a letterform, what does contrast mean?

List 3 words that designate weights of fonts.

List 3 words that that designate widths of fonts.

Draw or describe 3 optical adjustments a type designer may use in drawing a letterform.

1.

2.

3.

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Identify the following callouts:

- a.
- b.
- c.
- d.
- e.
- f.
- g.
- h.
- i.
- j.
- k.
- l.
- m. [type of "a" as opposed to item p]
- n.
- o.
- p. [type of "a" as opposed to item m]
- q.
- r.
- s.

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Identify and classify the following type samples:

verbsgohuman

Name:

Classification:

verbsgohuman

Name:

Classification:

verbsgohuman

Name:

Classification:

verbsgohuman

Name:

Classification:

verbsgohuman

Name:

Classification:

verbsgohuman

Name:

Classification:

verbsgohuman

Name:

Classification:

Describe at least 2 letterform characteristics you can use to classify typefaces.

1.

2.

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Paragraphs:

What is leading? Where did the term come from?

How many picas are in an inch? How many points are in a pica? How many points are in an inch?

What are points typically used to measure?

What are picas typically used to measure?

What aspect of a letterform should you pay attention to when selecting a size?

Why would 10 point Helvetica seem to have a different size than 10 point Times?

What does 9/12 x 12 mean?

What is an em? What is an en?

What are the 4 paragraph settings you need to balance when setting a paragraph for optimal readability? (Exclude aspects of a character, including typeface, style, weight, or size.)

- 1.
- 2.
- 3.
- 4.

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What adjustments should you make when increasing the width of a paragraph?

What adjustments should you make when using very small type?

What adjustments should you make when using very large type?

What adjustments should you make when setting white text on a dark background?

What considerations should you make when setting justified text?

What considerations should you make when setting right justified text?

What are old-style figures and why are they used?

When typesetting, when should you use curly quotes as opposed to straight quotes?

What is hanging punctuation?

What is measured to determine the size of a font?

What is the difference between readability and legibility?

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How would a typesetter improve the following paragraph?
There are, at minimum, 7 types of improvements. List below or use proofreader's marks.
Do not include grammatical errors.

The museum approached the pre-eminent typographer Matthew Carter about "refreshing" the typeface. On the Mac in his third-floor walk-up apartment in Cambridge, MA, Mr. Carter has designed many of the letterforms we swallow daily in unthinking gulps -- among them typefaces for National Geographic, Sports Illustrated and The Washington Post, as well as Bell Centennial, used in phone books, and Verdana, the Microsoft screen font. Trained originally as a type founder -- the person who forges type from hot metal -- Mr. Carter pioneered typography's transition to computer-based desktop publishing in the 1980's when he helped found Bitstream, the first digital type foundry.

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History and Design:

Describe 3 forms of contrast as described by Carl Dair in the book Design with Type.

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Using in-class discussions and readings (e.g. "Laws of the Letter" by Ellen Lupton), explain how and why letterforms have changed throughout typographic history. Support your arguments with examples.

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Extra Credit.....

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Name the typefaces in these photographs.



Typeface Name:



Typeface Name:



Typeface Name:



Typeface Name: