

TYPOGRAPHY
TEST

NAME _____

PERIOD _____ DATE ____/____/____

DIRECTIONS: Select the one best answer from the following multiple choice questions. Place the letter corresponding to the correct answer on the line to the left of the question. You are not penalized for guessing — only those which you get right will be counted.

1. Serif/sans serif is one way to classify type. A serif face:
- A. C & D.
 - B. has an extra brush stroke at the end of the letter.
 - C. has no thick/thin relationship.
 - D. does not have an extra brush stroke at the end of the letter.

2. Serif/sans serif is one way to classify type. A sans serif face:
- A. has a thick/thin relationship.
 - B. has an extra brush stroke at the end of the letter.
 - C. A & B
 - D. does not have an extra brush stroke at the end of the letter.

3. Another useful way typefaces may be classified is by:
- A. design.
 - B. weight.
 - C. height.
 - D. race.

4. The many styles of type can be sorted into how many basic groups?
- A. two
 - B. four
 - C. five
 - D. six

5. Helvetica, Helvetica Italic, Helvetica Bold and Helvetica Bold Italic are all members of the same:
- A. race.
 - B. family.
 - C. club.
 - D. youth group.

6. How many points equal one inch?
- A. 6
 - B. 12
 - C. 72
 - D. 127

- _____
7. How many picas per inch?
- A. 6
 - B. 12
 - C. 72
 - D. 127
- _____
8. One pica equals:
- A. one em
 - B. one en
 - C. 12 points
 - D. A & C
- _____
9. Picas and points:
- A. are a metric measurement.
 - B. are typographical measurements.
 - C. are printing measurements.
 - D. B & C.
- _____
10. An *em* is:
- A. the size of a lowercase *x*
 - B. the size of a lowercase *m*
 - C. the size of a lowercase *n*
 - D. the square of the lowercase *m*
- _____
11. One *en* is:
- A. half an em
 - B. twice the size of a lowercase
 - C. the size of a lowercase *n*
 - D. A & C
- _____
12. *X-height*:
- A. refers to the height of the lowercase letter *x*
 - B. refers to the size of the uppercase letter *X*
 - C. A & D
 - D. does not include ascenders and descenders.
- _____
13. Optimum line length for text is:
- A. about 16 picas.
 - B. the length of the lowercase alphabet.
 - C. twice the length of the lowercase alphabet.
 - D. one-and-a-half times the length of the lowercase alphabet.
-

- _____
14. Optimum line length refers to:
- A. the maximum width at which you can easily read a line of type.
 - B. the ideal width at which you can easily read a line of type.
 - C. the minimum width at which you can easily read a line of type.
 - D. the longest line you can set on the page.
- _____
15. Which one of the following is a standard size of type?
- A. 57 point
 - B. 24 point
 - C. 33 point
 - D. 46 point
- _____
16. The point system of measurement has persisted for centuries because:
- A. it is convenient.
 - B. printers are stubborn and refuse to keep up with the times.
 - C. it is precise, especially with smaller sizes of type.
 - D. A & B.
- _____
17. For more than a hundred years, printers have used metal type:
- A. which works like a rubber stamp.
 - B. which is sometimes called *hot type*.
 - C. which requires a lot of drawer space to store.
 - D. all of the above.
- _____
18. Most of the type you see in publications today:
- A. is called *cold type*.
 - B. is photographic type.
 - C. is not limited to standard sizes of type.
 - D. all of the above.
- _____
19. The range of type sizes which could be used for text is from:
- A. 4–127 pt.
 - B. 7–12 pt.
 - C. 8–12 pt.
 - D. 9–12 pt.
- _____
20. The range of display-size type begins with:
- A. 6 pt.
 - B. 12 pt.
 - C. 14 pt.
 - D. 18 pt.
-

21. A major component of effective newspaper design is:

- A. personality
- B. style
- C. focus
- D. simplicity

22. Which one of the following is an example of justified type?

- | | | |
|---|---|---|
| A. All that is necessary for the triumph of evil is that good men do nothing. | B. All that is necessary for the triumph of evil is that good men do nothing. | C. All that is necessary for the triumph of evil is that good men do nothing. |
|---|---|---|

23. Which one of the following is an example of ragged right type?

- | | | |
|---|---|---|
| A. All that is necessary for the triumph of evil is that good men do nothing. | B. All that is necessary for the triumph of evil is that good men do nothing. | C. All that is necessary for the triumph of evil is that good men do nothing. |
|---|---|---|

24. Copy is still justified in cold-type operations because:

- A. traditions die hard.
- B. it is cheaper.
- C. it is easier to read.
- D. people are used to it.

25. Which one of the following type styles has the largest x-height?

Both are 24 point in size.

A. *Avante Garde* B. *Zapf Chancery*

26. Circle all of the ascenders and descenders in the following alphabet:

abcdefghijklmnopqrstuvwxyz

27. Which one of the following examples improves the readability of body type?

- A. PARAGRAPHS THAT ARE SET IN CAPITAL LETTERS.
 - B. *Paragraphs that are set in italic letters.*
 - C. Paragraphs that are set in caps and lowercase.
 - D. **Paragraphs that are set in bold caps and lowercase.**
-

28. Leading is:

- A. the amount of white space between each line of type.
- B. drawing a page dummy with a pencil.
- C. what newspaper editors do at staff meetings.
- D. none of the above.

MATCHING

DIRECTIONS: Match the examples of type styles to their proper category, placing the category number on the line to the left.

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

Typography

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KEY	
A.	Roman, old style
B.	Roman, modern
C.	Square serif
D.	Monotonal, sans serif
E.	Monotonal, gothic
F.	Written, script
G.	Written, cursive
H.	Stylistic/Novelty