

Unit 8

True/False

Indicate whether the statement is true or false.

- _____ 1. Typeface and font mean the same thing.
- _____ 2. Sans serif typefaces have decorative strokes at the top and bottom of each letter.
- _____ 3. The line on which type sits is know as the baseline.
- _____ 4. Lorem ipsum is nonsensical Latin words used as a placeholder for text.
- _____ 5. Most typefaces are readable at 10 to 12 points.
- _____ 6. The best type style to use for emphasis is bold or underline.
- _____ 7. Most computer applications that set text have an auto leading feature, commonly setting the leading at 100% of the point size.
- _____ 8. Tracking is often confused with kerning.
- _____ 9. Drop caps can be used for effect.
- _____ 10. An em dash is used in ranges of numbers, letters, or dates.
- _____ 11. The size of a dash indicates its use.
- _____ 12. An en dash is half the size of an em dash.

Multiple Choice

Identify the choice that best completes the statement or answers the question.

- _____ 1. The design for the letters, numbers, and characters that make up a font is _____.
 - a. typography
 - b. stenciling
 - c. typeface
 - d. typesetting
- _____ 2. The study of all elements of type including the shape, size, and spacing of the characters is called _____.
 - a. desktop publishing
 - b. typography
 - c. print type
 - d. digital publishing
- _____ 3. The typeface that have small decorative strokes or “feet” at the ends of the main strokes that define each letter is called _____.
 - a. serif
 - b. sans serif
 - c. fontfaces
 - d. decorative sans serif

