



student name

period

date

Introduction to Typography Study Guide

The printed form of letters is called _____.

Arranging type is called _____.

A job title given to those who arrange or design with type is _____.

The actual setting of type is called _____ or _____.

What is the first goal of the typographer? _____

What are the two basic ways that type is used in a layout?

_____ and _____

Typographers call capital letters _____.

Typographers call small letters _____.

Typographers call numbers _____.

A complete group of letters (upper-case and lower-case), punctuation marks, and figures that are the same typeface or design is called a _____.

Type characters other than the standard letters, figures, and basic punctuation usually included in a font are called _____.

The term for each individual character in a font is _____.

Name the parts of a type character

A f x g

A

The system used by typographers to measure type is called the _____.

Typefaces are measured from the top of the _____ to the bottom of the _____.

The size of the x-height will affect what? _____.

Give an example of the proper use of a hyphen. _____

Give an example of the proper use of an en dash. _____

Give an example of the proper use of an em dash _____

Uppercase letters designed to be the same size as lowercase letters are called _____

A heavy midpoint dot used to call attention to selected lines, such as lists, is called a _____

The space between the lines of type, is called _____

The adjustment of space between two letters is called _____

The adjustment of the overall space between letters in a selection is called

Raising or lowering certain letters in a line of set type is called

A typesetting operation in which text set in a block is arranged flush left, flush right, centered

or justified is called _____.