

Typography

Fall 2017

Name \_\_\_\_\_

**Final Examination** 100 pts.

**Terminology** \_\_\_\_\_ / 15

**Letterform Anatomy** \_\_\_\_\_ / 16

**Type Classification** \_\_\_\_\_ / 06

**Type Identification** \_\_\_\_\_ / 13

**Identify / Classify  
Type Library / Ex. 01** \_\_\_\_\_ / 06

**Type History / Designers** \_\_\_\_\_ / 22

**Logos and Typography** \_\_\_\_\_ / 10

**Writing About Type**

**Essay 01** \_\_\_\_\_ / 06

**Essay 02** \_\_\_\_\_ / 06

\_\_\_\_\_ / 100

## **Terminology** [15 pt.]

Describe the meaning of 15 of the following 33 terms:

foundry

glyph

gutter

tracking

humanist

justify

kerning

ligature

baseline

cap height

dingbat

em/en

folio

flush left/right

lower-case

typographic measure

orphan

## **Terminology** [continued]

point/pica system

recto/verso

roman

serif

slab serif

thicks/thins

uncial

upper-case

widow

x-height

ampersand

ascender

axis

**Letterform Anatomy** [16 pt.]

Identify the following parts of the letterforms

f i f l f l

---

b d h k

---

g

---

A M V

---

h n

---

F T Y

---

Q j

---

b d p q

---

S

---

T l

---

T V b p

---

a d P C

---

b q G

---

p q y

---

A H

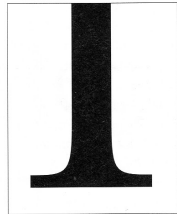
---

L K R

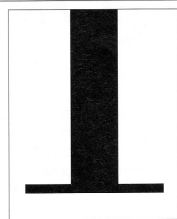
---

## Type Classification [06 pt.]

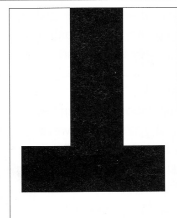
Name the type classification for each of the following letterforms



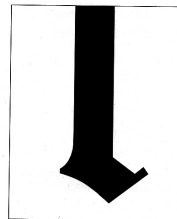
---



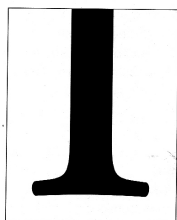
---



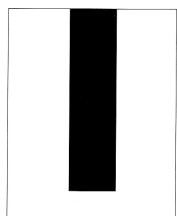
---



---



---



---

## Type Identification [13 pt.]

Identify the font by filling in the black with one of the typefaces and its variation listed below.

	_____	<b>The quick brown fox jumps over the lazy dog.</b>
	_____	The quick brown fox jumps over the lazy dog.
Avenir	_____	The quick brown fox jumps over the lazy dog.
Baskerville Italic	_____	The quick brown fox jumps over the lazy dog.
Bembo All Caps	_____	
Bodoni Bold Italic	_____	THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.
Caslon Bold	_____	
Century Schoolbook	_____	<b>The quick brown fox jumps over the lazy dog.</b>
Clarendon Roman	_____	
Didot	_____	<i>The quick brown fox jumps over the lazy dog.</i>
Fette Fraktur	_____	<b>The quick brown fox jumps over the lazy dog.</b>
Franklin Gothic Heavy	_____	
Futura Medium	_____	The quick brown fox jumps over the lazy dog.
Garamond	_____	
Gill Sans	_____	<i>The quick brown fox jumps over the lazy dog.</i>
	_____	The quick brown fox jumps over the lazy dog.
	_____	<b>The quick brown fox jumps over the lazy dog.</b>
	_____	The quick brown fox jumps over the lazy dog.

**Identify / Classify / Type Library / Ex. 01** [06 pt. / 03 @ 02 each]

Insert 3 type specimens as a jpeg file from your Type Library for Exercise 01. Identify the following for each: Typeface, Classification, Designer, Historical Period

## **Logos and Typography** [10 pt.]

Describe 10 of the following 22 terms.

Abstract Symbol

Alpha-Glyph

Alphanumeric

Anagram

Brandmark

Combination Mark

Descriptive Symbol

Glyph

Lettermark

Lockup

Logo

Logotype

Mark

Monogram

Pictograph

Signature

Seal

Symbol

Trade Dress

Trademark

Typographic Symbol

Wordmark



## Type History and Designers [22 pt.]

fill in 22 of the following blanks

Avenir

classification \_\_\_\_\_

historical period \_\_\_\_\_

designer \_\_\_\_\_

Baskerville

classification \_\_\_\_\_

historical period \_\_\_\_\_

designer \_\_\_\_\_

Bembo

classification \_\_\_\_\_

historical period \_\_\_\_\_

designer \_\_\_\_\_

Bodoni

classification \_\_\_\_\_

historical period \_\_\_\_\_

designer \_\_\_\_\_

Caslon

classification \_\_\_\_\_

historical period \_\_\_\_\_

designer \_\_\_\_\_

## Century Schoolbook

classification \_\_\_\_\_

historical period \_\_\_\_\_

designer \_\_\_\_\_

## Clarendon

classification \_\_\_\_\_

historical period \_\_\_\_\_

designer \_\_\_\_\_

## Didot

classification \_\_\_\_\_

historical period \_\_\_\_\_

designer \_\_\_\_\_

## Fraktur

classification \_\_\_\_\_

historical period \_\_\_\_\_

designer \_\_\_\_\_

## Franklin Gothic

classification \_\_\_\_\_

historical period \_\_\_\_\_

designer \_\_\_\_\_

## Futura

classification \_\_\_\_\_

historical period \_\_\_\_\_

designer \_\_\_\_\_

## Garamond

classification \_\_\_\_\_

historical period \_\_\_\_\_

designer \_\_\_\_\_

## Gill Sans

classification \_\_\_\_\_

historical period \_\_\_\_\_

designer \_\_\_\_\_

## Helvetica

classification \_\_\_\_\_

historical period \_\_\_\_\_

designer \_\_\_\_\_

## Sabon

classification \_\_\_\_\_

historical period \_\_\_\_\_

designer \_\_\_\_\_

## Univers

classification \_\_\_\_\_

historical period \_\_\_\_\_

designer \_\_\_\_\_

## Writing About Type [06 pt.] each. *Select 02 from the following 04 options.*

### 01 Legibility / Readability [06 pt.]

Basic principles of legibility / Legibility and digital typography  
/ Typographic details

“Legibility is achieved by controlling the qualities and attributes inherent in typography that make type readable. These attributes make it possible for a reader to comprehend typographic forms with the least amount of difficulty.”

**Typographic Design: Form and Communication, 6th edition,  
by Rob Carter, Ben Day, Phillip B. Meggs**

1. [03 pt.]

The most legible typefaces are those timeless examples characterized by three qualities upon which legibility is dependent. Name these three qualities.

2. [03 pt.]

A closer look at typefaces such as Garamond, Baskerville, Bodoni will reveal why their forms are as vital now as when they were first designed.

Describe how Garamond, Baskerville, or Bodoni is vital still today.

## 02 Reading [06 pt.]

*"Words are identified by their distinctive word shapes, strings of letters that are instantaneously perceived, permitting the reader to grasp content easily."*

**Typographic Design: Form and Communication, 6th edition,  
by Rob Carter, Ben Day, Phillip B. Meggs**

1. [03 pt.]

Describe two important factors involved in the reading process

2. [03 pt.]

What factors will affect readability and legibility when setting type?

## 03 Typography in a Cultural Context [06 pt.]

**Typography is what language looks like.**

*—ellen lupton*

A learning outcome for project 01 was being able to explain the significance of typographic history, with an emphasis on learning how typography, as a discipline, has been influenced by the economic, social and / or political conditions of a place and time.

Effective graphic design often incorporates typography. Why is it important for someone working in the field of graphic design to have an understanding of the history of typography as well as an in depth knowledge of how typography functions?

## **04 Type in Motion** [06 pt.]

Visual Grammar / Abstract / Concrete / Activities / Relations

We have been reviewing the contents of *Visual Grammar* in order to speak about graphic design artifacts with terms that describe the forms in the design and their relationship to each other. Use at least 5 terms, from the following page, to describe how you worked with form [letter forms], time, sound and motion in order to stimulate and involve the reader.

Chapter 09

**Type in Motion**

Key Terms

Meaning and interpretation

Continuity

Use of storyboard to visualize a narrative and show how elements in a sequence will move and change.

Heirarchy: Time, Behavior

Variation

The frame and space

Movement / direction

Rhythym and pace

Transition

Speed and duration

**Visual Grammar**

Abstract

Concrete

Activities

Relations

**ABSTRACT**

Abstract Objects

Point

Line

Surface

Volume

Format

**Abstract Structures**

Formal structures

Gradation

Radiation

Informal structures

Visual Distribution

Invisible / Inactive

Structures

**CONCRETE**

Concrete Objects

Form

Size

Color

**Concrete Structures**

Visible Structures

Active Structures

Texture

**Activities**

Repetition

Frequency / Rhythm

Mirroring

Mirroring against

a Volume

Rotation

Upscaling / Downscaling

Movement

Path

Direction

Superordinate /

Subordinate Movement

Displacement

Direction of Displacement

**Relations**

Attraction

Static

Symmetry / Asymmetry

Balance

Groups

Fine / Coarse

Diffusion

Direction

Position

Space

Weight

Amount / Dominance

Neutral

Background / Foreground

Coordination

Distance

Parallel

Angle

Negative / Positive

Transparent / Opaque

Tangent

Overlapping

Compound

Subtraction

Coincidence

Penetration

Extrusion

Influence

Modification

Variation