

name \_\_\_\_\_

Typography

Syntax **The Evolution of Typography** [5 pts]

Quiz 01 Spring 2017

**Typography is what language looks like.**

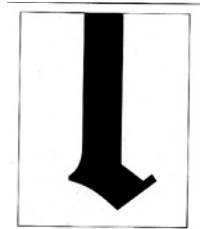
—*Ellen Lupton*

A learning outcome for this course is to understand the significance of typographic history, with an emphasis on learning how typography, as a discipline, has been influenced by the zeitgeist of a place and time.

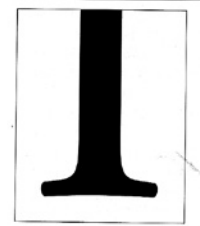
After reviewing the time line in your required textbook “Typographic Design: Form and Communication”, describe one key movement in the evolution of typography; discussing how technology, culture, economics, social and/or political conditions of that place and time were key factors in the development of that movement.

## Type Classification

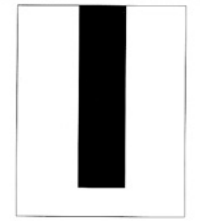
Name the type classification of each of the following letterforms [5 pts]



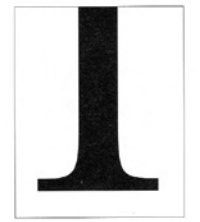
Blackletter



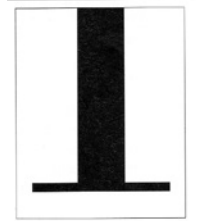
\_\_\_\_\_



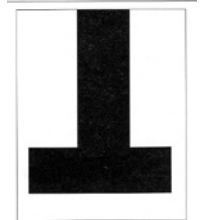
\_\_\_\_\_



\_\_\_\_\_



\_\_\_\_\_



\_\_\_\_\_

## **Typography / Terminology**

Using your own words, define or explain the following short terms [5 pts]

1. x-height

2. cap height

3. baseline

4. Leading

5. Kerning

6. Stroke

7. Stem

8. Weight

9. Line length

10. Typographic grid

# Letterform Anatomy

Name as many of the body parts as you can [5 pts]

## Letterform Anatomy



## **The Golden Section and Proportion**

Carefully and precisely draw a rectangle that includes the “golden spiral” and illustrates the Fibonacci sequence. Use a straight edge and ruler to make the drawing as accurate as possible. [5 pts]

More **Type Classification** - for the fun of it.

Name 3 typefaces from the list that you worked with in Exercise 02 and fill in the following blanks.

1. \_\_\_\_\_

Classification \_\_\_\_\_

Describe its visual properties \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

2. \_\_\_\_\_

Classification \_\_\_\_\_

Describe its visual properties \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

3. \_\_\_\_\_

Classification \_\_\_\_\_

Describe its visual properties \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_