

**ADV1160**

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**Take-home Quiz**

Use the words below to fill in the blanks:

Word spacing	Leading	Kerning	Widow
River	Stem	Phonograms	Lock to baseline
Baseline	Indent	Margin	Gutenberg
Extralight	Counter	Letter spacing	Meanline
Bracket	Stress	Bodoni	Garamond
Resolution	Gamma	Vector	CMYK
Legibility	Bad break:	Readability	Orphan
Caption	Roman	Credit	Ideograms

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1. In the English language we use symbols based on the \_\_\_\_\_ alphabet.
  2. The distance of a letter from baseline to meanline is known as x-height. True / False
  3. Slab Serifs typefaces have little contrast between thick and thins, heavily bracketed serifs, and oblique stress. True / False
  4. Letters in the modern Western alphabet are the simplified renderings of their pictorial beginnings. True / False
  5. All characters of an alphabet should align optically at the baseline. True / False
  6. The enclosed portion of a letterform is known as \_\_\_\_\_.
  7. \_\_\_\_\_ is an example of a weight change in type.
  8. The imaginary line that makes up the top of the most lowercase letters is known as the \_\_\_\_\_.
  9. The process of adjusting the space between sentences is called \_\_\_\_\_.
  10. The process of adjusting the space between individual letters is called \_\_\_\_\_.
  11. How many points are there in one inch? \_\_\_\_\_.
  12. The main vertical or oblique stroke of a letter is called \_\_\_\_\_.
  13. The space between individual letters is called \_\_\_\_\_.

14. The space between individual words is called \_\_\_\_\_.
15. \_\_\_\_\_ refers to whether an *extended* amount of text – such as an article, book, or annual report – is easy to read.
16. \_\_\_\_\_ refers to whether a *short burst of text* – such as headline, catalog listing, or stop sign – is instantly recognizable.
17. The curve that connects the serif to the stem or stroke: \_\_\_\_\_.  
(May also be referred to as a fillet.)
18. \_\_\_\_\_ is credited with perfecting the craft of printing from individual pieces of type.
19. The \_\_\_\_\_ of letters, which is a prominent visual axis resulting from the relationship between thick and thin strokes, may be left-angled, vertical or right-angled in appearance.
20. When setting up documents in Photoshop you have to worry about different \_\_\_\_\_ depending on whether you are designing for print or for web.
21. \_\_\_\_\_ dictates the brightness and contrast of computer display.
22. Photoshop is a pixel based program where as Illustrator is \_\_\_\_\_ based.
23. \_\_\_\_\_ is the color format for print where as RGB is the color format for web.
24. How many points are there in one pica? \_\_\_\_\_
25. How many picas are there in one inch? \_\_\_\_\_
26. \_\_\_\_\_ set in from the margin; extra spaces (usually 5) at the beginning of a paragraph.
27. In composition, starting a page or ending a paragraph with a single word, or widow is thought of as a \_\_\_\_\_.

28. \_\_\_\_\_ visually unattractive gaps appearing to run down a paragraph of text. They can occur with any spacing, though they are most noticeable with wide inter-word spaces caused by either full text justification or monospaced fonts.

29. \_\_\_\_\_ the first line of a paragraph that is set as the last line of a page or column

30. \_\_\_\_\_ brief description accompanying an illustration.

31. The boundary line or the area immediately inside the boundary is known as a \_\_\_\_\_.

32. When all letters of paragraphs line up with the same baseline from column to column this is known as \_\_\_\_\_.

33. \_\_\_\_\_ also referred to as a citation: a short note recognizing a source of information or of a quoted passage