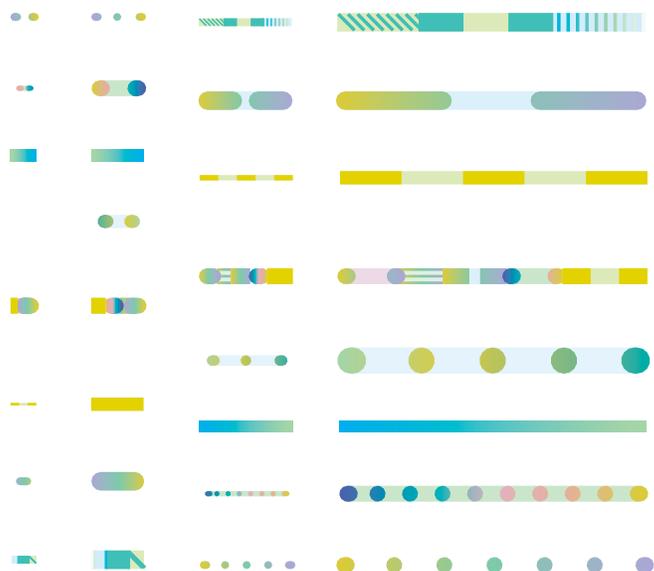


TYPOGRAPHIC TEST.



| DESCRIPTION:

The following presentation has important information about typographic design, best practices, basics, and technical information that will help you establish your graphic design practice. A typographic diagram has been included to help you on this journey. Please study this diagram and the lecture, take detailed notes, and then there is a test you are required to take. The questions on the test will help orient your knowledge and skills as a creative. The lecture is below and the test is located on Blackboard.

Typographic Presentation -Elements & Contrast

https://youtu.be/cDq4EC6us_Y

Typographic Rules:

<https://youtu.be/SCjcNXSOMBY>

| OBJECTIVES:

- a. Students will develop perspectives on important typographic factors in relation to the field of graphic design.
- b. Students will test their knowledge on typographic anatomy.
- c. Students will learn specific details in relation to typographic terms and applications.
- d. Students will apply this knowledge to their graphic design practice.

TYPOGRAPHIC TEST.



STUDY GUIDE



Study Guide

____a. What is Typography?

____b. What is Kerning, Tracking, and Leading?

____c. What is the difference between a Font and a Typeface based on Ellen Lupton's book?

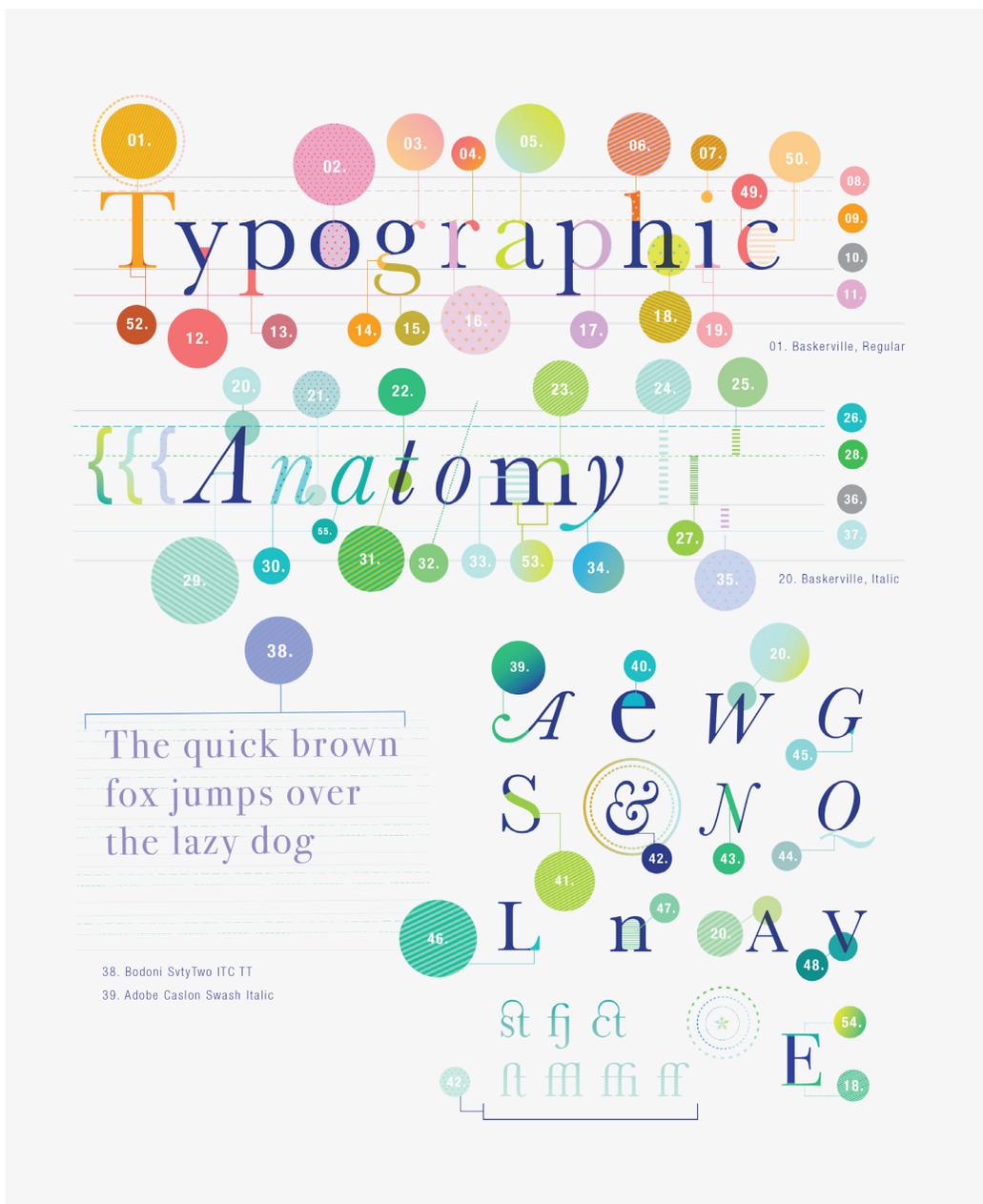
____d. What is Typographic Hierarchy?

____e. What typefaces should you avoid?

____f. What is a Rag, a River, a Widow, an Orphan?

____g. Define the following Terms:

- | | | |
|--|---------------------------|---------------------------|
| 01. / MAJUSCULE /
CAPITAL / UPPERCASE | 18. LEG | 36. BASELINE |
| 02. COUNTER | 19. BILATERAL SERIF | 37. DESCENDER LINE |
| 03. EAR | 20. APEX | 38. PANGRAM |
| 04. TEAR-DROP TERMINAL | 21. FINIAL | 39. SWASH |
| 05. TWO-STORY LETTER | 22. CROSSBAR | 40. EYE |
| 06. ASCENDER | 23. SHOULDER | 41. SPINE |
| 07. TITTLE | 24. CAP HEIGHT | 42. AMPERSAND |
| 08. ASCENDER LINE | 25. ASCENDER | 43. STROKE |
| 09. X-HEIGHT | 26. ASCENDER LINE | 44. TAIL |
| 10. BASELINE | 27. X-HEIGHT | 45. SPUR |
| 11. DESCENDER LINE | 28. X-HEIGHT | 46. BEAK |
| 12. CROTCH | 29. CROSSBAR | 47. APERTURE |
| 13. DESCENDER | 30. MINUSCULE / LOWERCASE | 48. VERTEX |
| 14. LINK / NECK | 31. STEM | 49. STRESS |
| 15. LOOP / LOBE | 32. AXIS | 50. OPEN COUNTER |
| 16. STEM | 33. APERTURE | 51. EXAMPLES OF LIGATURES |
| 17. BOWL | 34. TAIL & DESCENDER | 52. BRACKET |
| | 35. DESCENDER | |



GLOSSARY OF TERMS:

- 01. MAJUSCULE / CAPITAL / UPPERCASE
- 02. COUNTER
- 03. EAR
- 04. TEAR-DROP TERMINAL
- 05. TWO-STORY LETTER
- 06. ASCENDER
- 07. TITILE
- 08. ASCENDER LINE
- 09. X-HEIGHT
- 10. BASELINE
- 11. DESCENDER LINE
- 12. CROTCH
- 13. DESCENDER
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- 52. BRACKET