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| *Introduction to Typography* | | | | | | |
| Name |  | | | | Date |  |
| Mark | /10K | /0T | /10C | /5A | | TGJ2O1 |
| **Instructions**  Using this form, answer the questions from the article using full sentences and appropriate formatting. Insert your name and date at the top of the document. Save the completed answers to the Graphic Design Hand In folder with the following filename:  *Typography\_LastNameInitial.docx* | | | | | | |

**Questions**

1. List the two categories of letters in Typography. By what other name are they more commonly known?

2. What is a serif? Provide an example of a serif font.

3. In typography, what is: a) an Ascender b) a Descender

4. What is the purpose of a bracket?

5. Describe the difference between the Roman Style, the Sans Serif Styles and the Display Styles.

6. What are the three rules concerning the spacing of letters? Provide a visual example for each rule.

7. What is the difference between the Cut Out and the Rub Off methods of Transfer Type?

8. Explain the basic guidelines for Graphic Design Lettering.

9. Why is there so much emphasis on the selection and development of different Font types?

10. What is the major difference between a Layout and a Comprehensive?

11. List the various versions of the many different type forms.

**Answers**