

Typography Vocabulary Terms

Name _____ Date _____

1. _____ is the most common element in a document.
2. The hallmark of good type in _____ and _____.
3. Legibility _____
4. Readability _____
5. Ascender _____
6. Descender _____
7. Terminal _____
8. Stem _____
9. Two-story character _____
10. Serif _____
11. Apex _____
12. Bar (Crossbar) _____
13. Arm _____
14. Counter _____
15. Bowl _____
16. Ear _____
17. Baseline _____

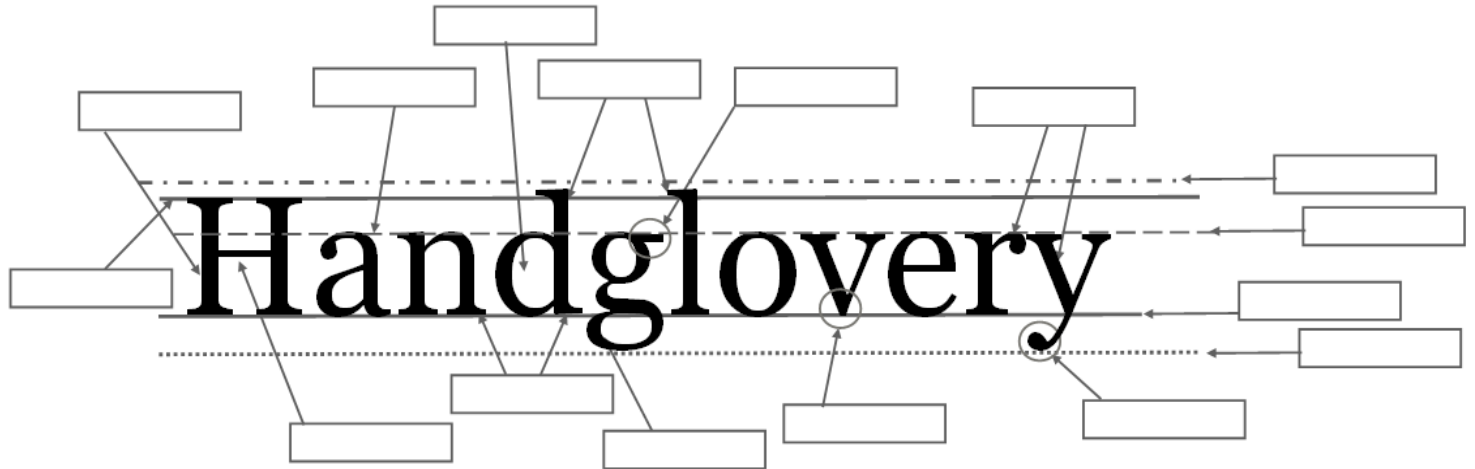
18. X-Height _____

19. Cap Height _____

20. Point Size _____

21. Drop Shadow _____
22. Stretching Type _____
23. Letterforms are designed based on _____.
24. Stretching type takes away the qualities of the _____ font.
25. When evaluating choices for typefaces, the rule is _____.
26. When picking a typeface, the alphabet's characters should have similar
_____.
27. Reading has a _____ and widely varying character widths
_____ it.
28. We identify letters by their _____.
29. When selecting a typeface for body text, look for fonts with a
_____ in stroke widths. Too much or no difference makes the text
_____ to read.
30. Counters are the _____ in letters such as _____.
31. Avoid fonts with _____ counters _____ to their stroke weight.
This _____ the reader.
32. Typographic "spikes" and "quirky" letters are fun to look at, but pose a problem for
_____ when used in _____ text.

33. – 50. Label the Following: Try not using your notes, something similar will be on the test!!!



Word Bank:

- | | | | |
|--------------|---------|-------------------------|------------------------|
| 1. Ascender | 5. Apex | 9. Serifs | 13. Baseline |
| 2. Descender | 6. Arm | 10. Terminal | 14. Cap line |
| 3. Counter | 7. Bar | 11. Two-Story Character | 15. Descender Line |
| 4. Stem | 8. Ear | 12. Ascender Line | 16. X-line (mean line) |