1. There are four eras—represented in your textbook as four timelines—that track the evolution of typography. Briefly state what they are and date the period for each.

2. What were the earliest written documents and what was their purpose?

3. What was Johann Gutenberg’s contribution to typography?

4. Ottmar Mergenthaler invented what?

5. How did the industrial revolution impact graphic design?

6. When did digital type impact graphic design?

7. Study the timeline in your book. What is the most obvious connection between typography and technology (it can be stated in just one sentence).

8. What is the alphabet and what does each letter signify?

9. The thousands of words created from 26 letters create:

10. Writing or typography has been called what?

11. What is the fundamental element used to construct a letter-form?

12. What mark making properties influenced the early form of the alphabet?

13. The origins of thick and thin strokes in letterform design are attributed to:

14. Since the Ancient Greeks, the basic shape of capital letters is composed of three geometric shapes, what are they?

15. 4 major variables have considerable impact on the visual appearance of a typeface design. List the 4 variables:
16. Define a type font:

17. What three qualities create structural unity for a font?

18. What are small caps?

19. In order to optically balance letters for visual harmony, explain how an “O” sits on the baseline differently than the letter E?

20. Because the top half of the letters B, E, H, S, K, X appear too large, what two things are done to compensate for the problem making the letterforms optically balanced?

21. In the Times Roman Bold font the diagonal strokes of the A are repeated in what letters?

22. In the Times Roman Bold font what four lowercase letters share parts?

23. All well designed fonts of type display what principle?

24. List the six basic historical categories of typefaces and give the name of a popular type family for each:

25. One of the six historical categories has been incorporated into the designs of most of the other categories. Which one?

26. What "ratio" is mainly responsible for creating a wide range of visual textures in text type?

27. A letter form is considered having a “tall” x height when:

28. How many points to 4 picas?

29. How many picas to 1 inch?

30. Type under 12 points is called______________ and is used primarily for ____________________________.

31. Type above 12 points is called ___________type and is used for______________________________.

32. Measuring the point size of type from the letters themselves is difficult because the point size includes what?

33. What is leading?

34. Explain the difference between kerning and tracking?

35. What is a type family and how is it created?

36. Additional members of a type family can be created by altering the design in what four ways?

37. What is the one basic difference between a serif typeface and a san serif face?

38. What specific characteristics of the Univers family make it such an exceptional san serif face?