1. The primary purpose of a letterform is:

2. The most legible typefaces are those that demonstrate three key qualities upon which legibility is dependent:

3. Legibility is the art of ________________________________.

4. Letterforms can be grouped according to their stroke type. List the four stroke types:

5. Which two “halves” of letterforms are the most legible?

6. The most illegible letters used are ________________.

The easiest letters to miss in reading are ________________.

7. Why do lowercase letters assist reading more than uppercase letters?

8. The weight of letters influences the ________________ ________________ and in combination with the word shape, creates a word structure.

9. Too much or too little space between letters and words destroys what?

10. There is a triadic relationship between these three considerations in order to develop spatial harmony and proportion when working with text type:

11. The normal reading distance for most printed matter is what?

12. Why is line length and interline space important in a column of text?

13. When working with 9, 10, 11, 12– point type how many words or characters per line are acceptable?

14. Typefaces with larger “x heights” need more:

15. Explain how the “grid” improves legibility:

16. “Line breaks” are used by the designer for two important purposes. What are they?

17. In the design books, magazines, and newspapers, common practice is to indent a paragraph ________________ to ________________ em spaces, and _______ indent on the first paragraph.

18. Why is the study of legibility in the age of rapid technology change so important?

19. Because of desktop technology and type design software what step is recommended before selecting typefaces?

20. How would a designer improve readability of 5 paragraphs of text reversed out of a black background if it has been set in 9pt. type with 10 pts. of leading, and a line length of 8 picas?