

Typography Final

1. What is the image below describing?

H Y P E R



2. **HOW WOULD YOU CLASSIFY THE TYPEFACE IN THIS SENTENCE?**

3. What typeface would be the most appropriate for a bank's website, that is attempting to portray a modern and 'consumer first' mentality?

A. Script B. Italicized Slab Serif C. Sans Serif 'Humanist' typeface

4. What is the smallest point size you will want to use when designing for Apps?

5. What is a popular color to help emphasize typography in an advertisement describing a sale?

6. What are three different types of graphics that you can use to help brainstorm different logo concepts?

7. Whenever possible, what type of font files do you want to avoid using in a document which you send to a printer/ different computer?

8. What is the shortcut for entering the Save for Web Preview in both Adobe Photoshop and Illustrator?