Dr. Babasaheb Ambedkar Open University
Term End Examination July – 2018

Course	:	**BCAMUL**	**Date**	:	**8/7/2018**
Subject Code	:	**BCAMUL-302(Graphics)**	**Time**	:	**11:00 to 02:00**
Subject Name	:	**Typography**	**Duration**	:	**03 Hours**
			Max. Marks	:	**70**

Section A

Answer the following (Attempt any three) **(30)**

1. Discuss two main classification of fonts Serif and Sans Serif with drawn examples.
2. Write a Note on Choice of Typeface in context to its use.
3. Explain Anatomy (construction) of typography and illustrate its parts in a diagram.
4. Discuss Ligature with illustrated example.
5. Write a note on Gutenberg's contribution for revolution in Printing.

Section B

Answer the following (Attempt any four) **(20)**

1. Discuss Point and Pica and in context to their size relation.
2. What is leading in typographic scenario?
3. What is Ascenders and Descender in Typography?
4. List 5 font names in each category Serif and Sans Serif separately.
5. What is Type setting?
6. What is proof reading in typography?

Section C

Part – A (Multiple Choice Questions) **(10)**

1 Is the imaginary vertical demarcations for text or tabular columns.
- A Margins
- B Borders
- C Cut Marks
- D Lay-out

2 The imaginary line on which all characters rest
- A Mean Line
- B Base line
- C Rest line
- D Set line

3 Humanist (Venetian) Faces can be credited with being named after the earliest Roman typefaces that developed in Venice in 1470.
- A 1450
- B 1460
- C 1470
- D 1480

4 Are a new font format developed by Microsoft with Apple.
- A True type fonts
- B PostScript Type 1 font
- C Serif Type fonts
- D None of above

5 Are an old outline font format that is not compatible with ATM.
- A Postscript type 3 fonts
- B PostScript Type 1 font
- C True type fonts
- D Serif Type fonts

6 The stroke of a letter, which droops below the Base line.

A Descended B Tail
C Ascender D None of above

7 The imaginary line, which decides the height of lowercase letters

A Mean line B Head line
C X- Line D None of above

8 The height of the lower case letters such

A Main height B Z -height
C X height D Lower case line

9 Prior to the year -------- all British types were cast in lead by the various type-founders

A 1860 B 1898
C 1800 D 1700

10 Size of the type being used, measured from the end of the ascender to the end of the descender.

A x -Height B None of above
C Cap Size D Body size

Part – B (Do as Directed) (10)

1 Harmony is the opposite of _____ and relates to the unity of all parts in the design.

2 The basic unit of measurement in _____ is the Point and Pica

3 Method used to vary the set of type is known as _____ or minus setting

4 72 Point equal to _____ and there are 12 points to 1 pica

5 A unit of measure that is approximately _____ of an inch. A pica is equal to 12 points.

6 Oblique is similar to _____, but without the script quality of a true italic.

7 _____ An acronym for what you see is what you get.

8 _____ is the relative darkness of the characters in the various typefaces within a type family.

9 _____ is a scalable type technology which, along with Open Type, is built into both Windows and Mac OS.

10 The technique of printing white or light -colored text on a black or dark called ____