



Design Terms Quiz

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Directions: Choose the correct design terms for the definitions provided. For further explanation of the correct answers, refer to sections 22.1 through 22.4 of the *AMA Manual of Style* (pp 918-924).

- 1. Which of the following terms means the arrangement of all the elements of design and typography on the page for optimal readability, taking into account the context and aesthetic requirements of the text?**
 - blueprint
 - composition
 - configuration
 - layout**
- 2. Which of the following terms means the predetermined spacing between words?**
 - character spacing
 - letterspacing
 - line spacing
 - word spacing**
- 3. Which of the following terms means the space between letters and other characters?**
 - character spacing
 - letterspacing**
 - line spacing
 - word spacing
- 4. Which of the following terms means the vertical distance between the base of 1 line of text and the base of the next line of text?**
 - character spacing
 - letterspacing
 - line spacing**
 - word spacing
- 5. Which of the following terms means a design for a set of characters?**
 - font
 - size
 - spacing
 - typeface**
- 6. Which of the following terms means the size of type?**
 - font
 - pitch
 - point size**
 - typeface
- 7. Which of the following terms means the complete assortment of characters, qualities, and styles of a particular typeface?**
 - font**
 - letterspacing
 - rhythm
 - typography



8. Which of the following terms means repetition of similar units, in both opposition and juxtaposition (eg, spacing and proportion of type to the page and other design elements), and repetition of graphic contrasts or similarities?

- contrast
- flow
- movement
- rhythm**

9. Which of the following terms means the difference between dark and light type and large and small units of information?

- contrast**
- font
- movement
- rhythm

10. Which of the following terms means the optical images of the type and graphic elements and the relevant and proportional manners in which they appear on the page?

- font relationship
- size relationship**
- spacing relationship
- typeface relationship

11. Which of the following terms means the arrangement of the elements of a page so the reader's eye moves along the lines of composition unconsciously from large to small, top to bottom, left to right, and dark to light?

- contrast
- movement**
- spacing
- rhythm

12. Which of the following terms means the darkness or density of the type (letters and characters) and the typeset page and the use of contrasting nonblack colors, which attracts attention and creates associations?

- color**
- contrast
- movement
- rhythm

