

## Quiz: Lupton 13 – 27 + 68 – 71

1 September 2022

1. Early typefaces were modeled on...

- ☐ astronomy
- ☒ calligraphy
- ☐ machines
- ☐ small dogs
- ☐ teeth

2. The high-contrast, vertical axis typefaces designed in the 18th century were a move away from calligraphy.

- ☒ True
- ☐ False

3. Avant-garde artists in the early 20th century began developing glyphs that...

- ☐ returned to type's calligraphic roots
- ☒ were composed of basic, geometric shapes
- ☐ avoided vowels
- ☐ only used capitals

4. Typography used to depict the name or initials of an organization, as part of a brand identity, are called...

- ☐ serifs
- ☐ glyphs
- ☐ fleurons
- ☐ Francis
- ☒ logotypes