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**School of Architecture and Design**  
**Bachelor of Design in Advertising Graphics and Web Design**  
**Mid Term Examination - Nov 2023**

**Duration : 90 Minutes**  
**Max Marks : 50**

**Sem I - B1UF103T - Fundamentals of Typography-I**

General Instructions

*Answer to the specific question asked*

*Draw neat, labelled diagrams wherever necessary*

*Approved data hand books are allowed subject to verification by the Invigilator*

- 1) Explain any one basic part of a letter in a typeface - 1.) Stem, 2.) x height and 3. Serifs. K2 (2)
- 2) What are the primary classifications of typefaces? K1 (3)
- 3) What were some key developments in typography before and during the Gutenberg period? (15th century) K2 (4)
- 4) Explore the differences between humanist, transitional, and modern typeface classifications, providing examples of typefaces from each category. K2 (6)
- 5) How can color and font variations be used to establish a clear typographic hierarchy? K3 (6)
- 6) Compare and contrast single-column and multi-column grids in terms of their advantages and use cases. K3 (9)
- 7) Why is the order and sequence of information important in establishing typography hierarchy, especially in headings and subheadings? K4 (8)
- 8) Explain the concept of "line length" and its effects on readability, including the ideal line length for different reading materials K4 (12)

**OR**

Define kerning and provide an example of when adjusting kerning might be necessary in typography. K4 (12)