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WEB DESIGN Textbook Assignment: Chapter 5: Typography and Images

POINTS: 10

DIRECTIONS: Type the answers to the following questions as appropriate. Underline your answers to distinguish them from the questions. This document should have a professional appearance when complete. *NOTE: Test questions will be based on this information.*

1. Definitions: Briefly define the following terms:

TYPOGRAPHY

1. Typography refers to the appearance and arrangement of characters, commonly referred to as type
2. Typeface: a group of alphabetic characters, numbers, and symbols with the same design, such as the slant and thickness
3. type style: refers to the variations in form such as roman (regular), italic, or bold
4. type size is measured in points, where 72 points = 1 inch
5. font: a specific combination of typeface, style, and size
6. serif font: some fonts have a short line extending from the top or bottom of a character
7. sans serif font: fonts that do not have serifs
8. absolute font size are measured in inches, points, centimeters, millimeters, and picas
9. relative font size are specified in pixels or as a percentage in relation to the font size of surrounding text, a percentage of an em unit
10. em unit equals the font size

GRAPHICS

1. megapixel: millions of pixels
2. TIFF is a standard file format for scanning and storage, which can be edited and saved multiple times without losing quality
3. raster image also called bitmaps, are created pixel by pixel
4. vector image also called vector graphics, consist of a group of separate drawing objects, such as shapes, curves, and lines, combined to create a single image
5. GIF is a bitmap image file format, is the original format used on the Web, 8-bit color images
6. interlaced GIF displays on the screen in a sequence of passes
7. JPEG is an international committee sponsored by the ISO standards organization
8. PNG was developed as a free open source image format to replace the GIF format
9. lossless compression: all the image data is retained when the image file is compressed during the save process
10. lossy compression: some image data is permanently lost during compression
11. shareware vs. freeware: shareware is a program or app that has a free trial for a specific amount of time then are required to pay if the program or app is to continued to be used. Freeware is a program or app that is totally free to the public

Questions: Answer each of the following briefly, but completely.

1. List the 5 generic font families and briefly describe each type.
2. In general, what is the most preferred font family type for web page text? Why?
3. List at least 3 serif fonts and 3 sans serif fonts. (Hint: look in the font box on the ribbon in Word). Change each font name into its **font type** (for example, **Bodoni MT Black**).

SERIF FONTS:

1. Times New Roman
2. Bookman Old Style
3. **Elephant**

SANS SERIF FONTS:

1. Calibri
2. Arial
3. *Alberville*

4. **Monospaced/Proportional Fonts:** Some fonts, such as **Courier New** are known as “monospaced” fonts, because each character takes exactly the same width on the screen or on the page. This is as opposed to “proportional” fonts, such as **Times New Roman**, in which some characters are wider than others (for example, the upper-case **W** is much wider than say the lower-case letter, **i** in **Times New Roman**). Monospaced fonts are often used with numeric columns of figures so that the numbers align correctly. Notice in the table that follows that the **Times New Roman** values do not align very well, but the **Courier New** values align as they should:

Courier New	Times New Roman	Lucida Console	Agency FB	<i>Brush Script MT</i>
111.67	111.67	111.67	111.67	111.67
808.90	808.90	808.90	808.90	808.90
4,234.56	4,234.56	4,234.56	4,234.56	4,234.56

- a. Copy the three numbers in the **Courier New** column above and paste them into the **Lucida Console** column. Change the column font of the values to Lucida Console.
- Lucida Console a monospaced or proportional font? No
 - Lucida Console a serif or sans serif font? Serif
- b. Copy the numbers into the **Agency FB** column and change their font to Agency FB.
- Is Agency FB a monospaced or proportional font? No
 - Is Agency FB a serif or sans serif font? San Serif
5. **Cursive (or “Script”) Fonts:** Another type of font are cursive or script fonts, that have a script or hand-written appearance, such as **Comic Sans** and **Bradley Hand ITC**. Copy the numbers into the last column, find a script font in the Word font list, and change the numbers to the script font. Label the font at the top of the column.