**DESIGN PRINCIPLES AND FONT GUIDELINES EXAM KEY**

**Multiple Choice**

1. B
2. D
3. C
4. C
5. A
6. D
7. B
8. A
9. D
10. A

**Matching**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **A Serif** | |  | **B Sans Serif** | **C Script** |  | **D Ornamental** |  |
|  |  |  |  |  | |  |  |
| **C** | 11. | Letters that appear to be handwritten | | | | |  |
|  |  |  | | | | |  |
| **D** | 12. | This category is sometimes called “decorative” | | | | |  |
|  |  |  | | | | |  |
| **A** | 13. | Letters having short decorative tips at the end of each | | | | |  |
| stroke | |  |  |  |  |
|  |  |  |  |  |  |
| **B** | 14. | This font style category is | | |  |  |  |
|  |  |  | | |  |  |  |
| **A** | 15. | **This font style category is** | | |  |  |  |
|  |  |  |  |  |  |
|  |  |  | | |  | |  |
| **D** | 16. | Letters that incorporate a common | | | artistic design element | |  |
|  |  |  | | |  |  |  |
| **C** | 17. | This font style category is | | |  |  |  |
|  |  |  | | |  |  |  |
| **D** | 18. | This font style category is | | |  |  |  |
|  |  |  | | | | |  |
| **B** | 19. | Letters that do NOT have short decorative tips at the end | | | | |  |
| of each stroke | |  |  |  |  |
|  |  |  |  |  |  |
| **C** | 20. | This font style category is | |  |  |  |  |
|  |  |  |  |  |  |  |  |

5 PTS – BONUS Explain and give an example of using contrast in design.

***Purposely emphasizing the differences in elements or objects.***

***Example: setting the title font on a page to be bold, several point sizes larger than body text, and aligned center.***