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Web Design (3rd ed.): Chapter 5: Typography and Images

Save this file in your WD folder, and then follow the instructions below.

Chapter 5: Read the chapter from the WEB DESIGN textbook, and then fill in the answers to these questions in the row after the question.

1. Definitions: Briefly define the following terms:

Typography
1. Typography arrangement of characters
2. Typeface the slant and thickness of your characters
3. type style the variations in form such as roman, italic, or bold
4. Type size measured in points, 72 points = 1 inch.
5. Font specific combination of typeface, style and size
6. serif font Characters have a short line extending from the top or bottom
7. sans serif font Fonts that do not have serifs, such as Arial
8. Absolute font size measured in inches, points, centimeters, and picas.
9. relative font size specified in pixels or as a percentage in relation to the font size
10. em unit 1 em unit = the font size

Graphics
1. megapixel millions of pixels
2. TIFF Tagged Image File Format. Scanning and storage
3. raster image also called bitmaps, created pixel by pixel
4. Vector image group of separate drawing objects, such as shapes, curves, and lines, combined to create a single image.
5. GIF Graphics Interchange Format
6. interlaced GIF Imagine displays on the screen in a sequence of passes
7. JPEG Joint Photographic Experts Group
8. PNG Portable Network Graphics
9. lossless compression all the image data is retained when the image file is compressed
10. lossy compression the image data is permanently lost during compression.
11. shareware vs. freeware Could not find anything in chapter??

1. List the **5 generic font families** and briefly describe each type.

Serif – short line extending from the top or bottom

Sans Serif – Do not have the serifs

Cursive – Replicate handwriting

Fantasy – used for decoration

Monospace – have an equal spacing between characters

2. In general, what is the most preferred font family type for web page text? Why?

Sans serif, the sans serif font is easier to read.

3. List at least 3 <u>serif fonts</u> and 3 <u>sans serif</u> 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. **Bernard MT Condensed**
2. Bell MT
3. Baskerville Old Face

Sans serif fonts:

1. Calibri
2. Bookman Old Style
3. Browallia New

Monospaced/Proportional Fonts:

Some fonts, such as `Courier New` are known as **monospace** 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	Bernard Condensed	Lucida Console	Agency FB	Bradley Hand ITC
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

1. 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.
   a) Is Lucida Console a monospace or proportional font? It appears that it is.
   b) Is Lucida Console a serif or sans serif font? Serif The l on console appears to have a line off it.
2. Copy the numbers into the **Agency FB** column and change their font to Agency FB.
   a) Is Agency FB a moonscape or proportional font? It seems they are proportional font.
   b) Is Agency FB a serif or sans serif font? Sans Serif.
3. **Cursive (or "Script") Fonts**: Another type of font is 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.

PDF: When you have completed this assignment, save this file as usual, then save as a **PDF** file in your **WD** folder (**press F12 for SAVE AS,** then choose **PDF** from the **SAVE AS TYPE** dropdown list).

NOTE: You will upload your PDF file, share with your instructor and link to your index page when you have learned to do this.