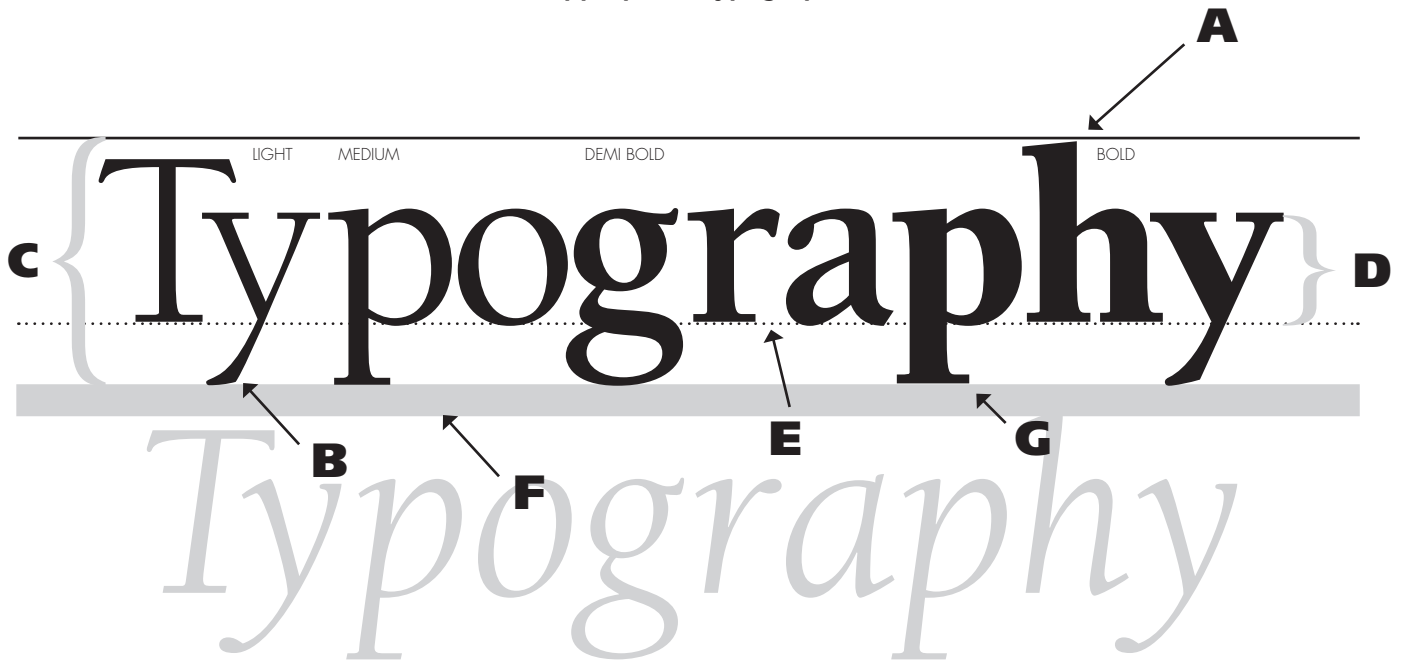


1.7 MORE TYPOGRAPHY TERMINOLOGY

DIRECTIONS: Fill in the blanks below with the appropriate typographic term or number.



The height of the type from the top of the **A** _____ to the bottom of the **B** _____ is the **C** _____, while the height of letters, such as n or e, is called the **D** _____. Letters rest on an imaginary line called the **E** _____. The space between lines of type is called **F** _____ and is measured in points. Small projections sticking off the ends of some letters are called **G** _____.

There are _____ points in an inch. And there are _____ picas in an inch.

Therefore, there are _____ points in a pica. A headline that was one-half of an inch tall would be _____ points tall. Similarly, a graphic headline that was 3-inches tall would be _____ points tall.

Type with small projections at the end, _____, is more suitable for body copy. However, type without projections, _____, is best used to contrast with serif type and for type to be printed in very small sizes.