

Crowd-Sourced Mid-term Exam Question Bank

Please note: These questions are exactly as I received them--some have no answers, some have incorrect answers. There are typos, misspellings and strange formatting: caveat lector! I will choose 50 of these questions to make up the multiple choice/fill-in-the-blank portion of the mid-term exam. Remember that you are also responsible for "font anatomy" and typeface recognition.

1. The term "Ukiyo-e" means literally:

- A) "Books from the sacred city"
- B) "pictures from the floating/fleeting world"
- C) "The language of elders"
- D) It is a woodcut printing technique

(answer: B)

2. Egyptian Faces got their name from:

- A) Egyptian type designers
- B) Their shape; it resembled hieroglyphs
- C) Fad of all things Egyptian
- D) none of the above

(answer: C)

3. Bodoni type is all but:

- A) Neoclassical modern type
- B) severe indesign without ornamentation
- C) Limit on interchangeable parts as in mass production
- D) Old style type

(answer: D)

4. Xylography is:

- A) Relief printed on woodcut
- B) The etching on to an aluminum plate
- C) Oiling a plate then running water based ink on it
- D) Light sensitive asphalt is exposed to sun

(answer: A)

5. Which is not a part of the anatomy of Chinese writing?

- A) bones
- B) blood
- C) skin
- D) muscle

(answer: C)

6. Vellum was originally made of

- A) tortoiseshell
- B) calfskin

- C) beeswax
 - D) tree bark
- (answer: B)

7. Ars Moriendi means:

- A) art of dying
 - B) more art
 - C) Middle Ages
 - D) advice on death
- (answer: A)

8. What is an exemplar?

- A) another word for manuscript
 - B) an illuminated manuscript
 - C) a manuscript layout for printed books
 - D) a material used for manuscripts
- (answer: C)

9. Words used to describe the front and back of a sheet of papyrus are

- A) front and back
 - B) recto and verso
 - C) fore and aft
 - D) ricta and ergo
- (answer: B)

10. A sure sign that the Egyptian Empire was on the decline was

- A) the declining amount of farm land
 - B) constant defensive war with neighboring civilizations
 - C) the shrinking size of each year's Book of the Dead
 - D) the loss of the sphynx's nose
- (answer: C)

11. The Book of Kells, an example of Celtic style, is described by three of the four following characteristics. Which one doesn't belong?

- A) geometric
 - B) naturalistic
 - C) complex
 - D) abstract
- (answer: B)

12. The library at Alexandria was considered one of the greatest gatherings of historical documents of the time until

- A) it was flooded out by the Jordan Inlet
 - B) it was destroyed by fire
 - C) it was ransacked by the Mongols
 - D) Stephen Hawking traveled through time to steal the knowledge for himself
- (answer: B)

13. A rebus is

- A) A symbol that represents a sound
 - B) A symbol based on an image
 - C) A book containing early example of Egyptian writing
 - D) The guidelines governing the Mesopotamian writing system
- (answer: A)

14. Cylinder seals were effective against counterfeit because

- A) They required a lot of money to reproduce
- B) They were very heavy
- C) The cylinder stone produced flat images
- D) The materials used were extremely rare

(answer: C)

15. An example of text from the classical period is

- A) Book of Kells
- B) Vatican Vergil
- C) The Book of Hours
- D) The Book of the Dead

(answer: B)

16. Who inspired the philosophy of the Arts and Crafts movement?

- A) Aubrey Beardsley
- B) William Blake
- C) John Ruskin
- D) William Morris

(answer: C)

17) Halftone is a term that describes _____.

- a) how color flows from on a photograph
- b) how printers decipher continuous tone!
- c) between black and white
- d) no black or white

18) Early playing cards were important in that they:

- A) were fun
- B) spread literacy!
- C) were made from paper
- D) were used only by kings and nobles

(answer: B)

19) The Renaissance brought about the rebirth of ancient thinking, and the idea of _____, or the philosophy that the individual is at the center of importance.

(answer: humanism)

20) Aldus Manutius, printer, publisher, and Venetian scholar, was responsible for coining the phrase, "_____"

(answer: make haste slowly)

21) Modern fonts characteristically include

- A) a vertical slant with super thin and super thick strokes
- B) a horizontal slant with super thick strokes
- C) a slightly angled slant, where the "e"s have a slanted crossbar
- D) a very slight angled stroke with a mechanical look

22) Albrecht Durer developed a wood cut illustration of what animal without having ever seen one in person?

- a. Pig
- b. Lion
- c. Hippopotamus
- d. Rhinoceros!

23) The Rosetta Stone provides key secrets of what ancient land?

- a. Rome
- b. Greece
- c. Egypt

d. Spain

24) Why were Chinese characters arranged by rhyme?

- a. The characters were not alphabetical
- b. It was a widely used system in Asia
- c. It was too complicated to arrange any other way
- d. Because the characters were too similar to each other

25) Jenson's font did what more perfectly than those of any other printer of his time?

- a. Saved ink
- b. Aligned
- c. Copied
- d. Lasted

26) The halftone theory was suggested by _____.

- a. Fox Talbot!
- b. Aldus Manutius
- c. Ron Rastorbator
- d. William Lavenworth

27) The theory of using different sized dots specific distances away from each other to simulate continuous tone is called _____.

- a. Halftone!
- b. gradient slide
- c. dots

d. the pencil

28) Larger, more interesting, less legible fonts are traditionally best used for _____.

a. bibles

b. comics

c. posters!

d. playing cards

29) Illuminated manuscripts were named so because of their distinctive _____.

a. gold leaf lettering/designs!

b. fiery fonts

c. "light" fonts

d. time period

30) Which of the following is not a characteristic of Spanish style illustrations?

a. Large eyes

b. sharp, pointed feathers

c. smaller figures are more important!

d. larger figures are more important

31) Gutenberg is most famous for his invention of _____.

a. movable type!

b. sand casting

- c. finely made illuminated manuscripts
- d. religion

32) Before specialization, graphic designers worked on all of the following except _____.

- a. architecture
- b. furniture
- c. advertisements
- d. video games!

33) The library of Alexandria was _____.

- a. under water
- b. destroyed by fire!
- c. fueled by gasoline
- d. where they kept records of all civilizations

34. _____ created skills for moveable type.

(answer: Guttenberg)

35. _____ began using codex books to distinguish themselves from Pagans.

(answer: Christains)

36. _____ are graphic designs that represent an entire word.

- A) Unicals
- B) Logograms
- C) Cuneiform
- D) Codex

(answer: B)

37. The first type book ever printed is known as

- A) Book of Kells
- B) Standebuch
- C) Forty-two line bible
- D) Letters of Indugence

(answer: C)

38. _____ is a type style also known as Grotesques and Gothics.

(answer: Sans Serif)

39. The Chinese made seals called _____ which were made by carving calligraphic characters into a flat surface of jade silver gold or ivory

- A) chiaku-wen
- B) chen-shu
- C) hsiao-shu
- D) chops

(answer: D)

40. Their name was derived because they were written between guidelines spaced 1" apart.

- A) Inchlets
- B) Picas
- C) Unicals
- D) Littera moderna

(answer: C)

41. The earliest written records immortalize _____.

- A) census data
- B) elections of important officials
- C) ownership and inventory of commodities
- D) weather information

(answer: C)

42. _____ occurs at the end of a book or manuscript and gives details of the work's possession.

- A) Colophon
- B) Glossary
- C) Appendix
- D) Index

(answer: A)

43. What did the prehistoric people leave on the rocks walls through out the world?

- A) Petroglyphs
- B) Lithographs
- C) Pictographs
- D) None of these

(answer: A)

44. Where was printing discovered in the world?

- A) United States
- B) UK
- C) France
- D) China

(answer: D)

45. What was resulted when combing the Celtic innovations, which include the use of four guidelines, ascenders, descenders and molded into to create an ordered uniform script?

- A) Half-uncials
- B) Caroline minuscules
- C) Uncials
- D) None of these

(answer: B)

46. The earliest written records are tablets from the city of _____.

- A) Cairo
- B) Uruk
- C) Crete
- D) Rome

(answer: B)

47. The oldest surviving printed manuscript in Chinese history is the _____ .

- A) Diamond Sutra
- B) Chiaku-Wen
- C) Chin-Wen
- D)Album of Eight Leaves

(answer: A)

48. Which of the following is NOT a feature of Celtic book design?

- A) Abstract and complex
- B) Dull, muted colors
- C) Ornaments

D) A space between words

(answer: B)

49. Who was the philosophical father of the Arts and Crafts movement?

A) William Morris

B) Fredrick Goudy

C) Arthur Mackmurdo

D) John Ruskin

(answer: D)

50. What is the earliest known form of Chinese writing?

A) chiaku-wen (bone-and-shell)

B) chin-wen (bronze script)

C) cuneiform

D) Hsiao chuan (small-seal)

(answer: A)

51. What was created by Rene Descartes, and uses the repetition of horizontal and vertical axes to form a grid?

A) information graphics

B) x and y grid

C) Cartesian grid

D) linear grid

(answer: C)

52. Who was the philosopher of the Arts and Crafts movement that laid out what people need to be happy with their life's work?

A) Rene Descartes

B) John Ruskin

C) Jean Francois van Royen

D) William Caslon

(answer: B)

53. Who was the leader of the English Arts and Crafts movement, that founded the Kelmscott Press?

A) Arthur H. Mackmurdo

B) John Ruskin

C) William Morris

D) William Caslon

(answer: C)

54. What is it called when a lettering system makes its letters from specific words that utilize a certain sound?

A) hookedonphonics

B) alphabet

C) acrophonic

D) phonetic alphabet

(answer: c)

55. What material was invented to replace papyrus?

A) Scrolls

B) parchment

C) canvas

D) goldleaf

(answer: b)

56. Who is the father of the Greek alphabet?

- A) Aristotle
- B) Erasmus
- C) Cadmiss
- D) Hephaestos

(answer: C)

57. What is the name of the paper that Egyptians wrote on?

- A) Cleopatra Paper
- B) papyrus
- C) wood pulp
- D) scroll paper

(answer: B)

58. When was Chinese writing invented?

- A) 1800 B.C.
- B) 200 B.C.
- C) 2800 B.C.
- D) 3500 B.C.

(answer: A)

59. Who invented the first printing press?

- A) Caslon
- B) Bodoni
- C) Garamond
- D) Gutenberg

(answer: D)

60. What is the name of the period in Graphics design known for whimsical lines in France?

- A) Modern
- B) Medieval
- C) Art Nouveau
- D) Gothic

(answer: C)

61. What was the "art movement" that defines Japan's Tokugawa period, and means "pictures of the floating world?"

- A) ukiyo-e
- B) emaki
- C) dharani
- D) Rocco

(answer: A)

62. Printing from an image that is incised or cut down into the printing surface is called

- a. Etching
 - b. Engraving
 - c. Woodblock Printing
 - d. Lythograph
- i. Answer is B Engraving

63. A light-sensitive asphalt that hardens when it's exposed to light is

- a. Calotype
- b. Camera obscura
- c. Aperture
- d. Bitumen of Judea

i. Answer is D Bitumen of Judea

64. What liquid is sensitized with iodine, poured over a glass plate, immersed in a silver nitrate bath then exposed and developed in a camera while still wet?

- a. Lythograph
- b. Calotype
- c. Collodion
- d. Bitumen of Judea
- i. Answer is B Calotype

65. What unique alloy did Gutenberg invent that does not contract when cooled?

- a. A mixture of 80% lead, 5%tin, and 15% antimony
- b. A mixture of 50% copper, 25% lead, and 25% antimony
- c. A mixture of 70% tin, 15% copper, and 15% silver
- d. A mixture of 80% lead, 15% silver, and 5% tin

Answer is A

66. What two things tend to develop after civilizations are created?

- a. Art and architecture
- b. Religion and beer making
- c. Alphabetic systems and trade
- d. Farming and crime

67. What was the term for books when they were still a new creation?

- a. Exemplar
- b. Broadsheet
- c. Incunabula
- d. Ars Moriendi

68. Which is not considered a form of Chinese Calligraphy?

- a. Pictograms
- b. Pictophonetics
- c. Logical Aggregates
- d. Chops

69. X-Height refers to the height of _____ letters.

5. Who was not a part of the Century Guild?

- a. A.H Mackmurdo
- b. William Morris
- c. Herbert Horne
- d. Selwyn Image

70. Which country invented the magnetic compass?

- a. Germany
- b. France
- c. China
- d. North Korea

71. _____ is the font commonly on movie covers.

8. Which typographer was often ridiculed by contemporaries as an "amateur"?

- a. John Baskerville
- b. Giambattista Bodini
- c. William Blake
- d. Frederic Goudy

72. The word "Mesopotamia" means:

- a. "land between rivers"
- b. "the middle"
- c. "top of civilization"
- d. "melting pot"

Answer: a

73. Egyptians were the first to introduce _____?

- a. manuscripts in which words and pictures were combined to communicate
- b. the printing press
- c. logograms
- d. paper

Answer: a

74. In 1450, Johannes Gutenberg was responsible for _____?

- a. invention of paper
- b. inventing manuscripts in which words and pictures were combined to communicate
- c. inventing movable type
- d. the invention of the printing press

Answer: d

75. What is the name for the German version of Art Nouveau?

- a. Chapbok
- b. Jugendstil
- c. Lautrec
- d. Grasset

Answer: b

76. _____ means "pictures of the floating world" and defines an art movement of Japan's Tokugawa period.

Answer: Ukiyo-e

77. The fanciful French art and architecture that flourished from about 1720 to 1770 is called _____

Answer: Rococo

78. Printing was first invented by the:

- a. Greek
- b. Korean
- c. French
- d. Chinese

Answer: d. Chinese

79. The type of typography that is characteristic of having descendants on numbers is _____.

Answer: Old Style

80. Mesopotamia is a Greek work meaning...

- a. "Middle"
- b. "Land between rivers"
- c. "Center"
- d. "Middle of the room"

(b. "Land between rivers")

81. Incunabula is a Latin word meaning...

- a. "Cradle" or "birth"
- b. "Front"
- c. "Back"
- d. "In between"

(a. "Cradle" or "birth")

82. Though it was an accident, who is responsible for the uppercase/lowercase alphabet?

- a. William Blake
- b. Bodini and Ambroise
- c. Simon and Caslon
- d. Sweynheym and Pannartz

(d. Sweynheym and Pannartz)

83. During the Rococo period in France, who ordered that a new typeface system be created?

- a. William Caslon
 - b. Henry VIII
 - c. Louis XIV
 - d. John Baskerville
- (c. Louis XIV)

84. A symptom that the Egyptian empire was near collapse could be seen in:

- (a) the shrinking size of the "book of the dead"
 - (b) the increase of the size of the book of the dead
 - (c) the decline of papyrus
 - (d) the decline of hieroglyphics
- ((a) the shrinking size of the "book of the dead")

85. The Rosetta Stone was inscribed in the _____, _____, and _____ languages.

(greek, demotic script, and hieroglyphics)

86. The earliest written records were used for ____ and _____. (ownership and inventory)

87. The ____ plant was used by Egyptians to make a paperlike substance.

(Cyperus Papyrus)

88. The Mesopotamian culture used _____ that was forgery-proof. (cylinder seals)

89. What is the name for reading text, left to right then the next line, right to left?

- a. Boustrophedon
- b. Scrittori
- c. Copisti
- d. Miniscule

(a. Boustrophedon)

90. What were the last letters to be added to the alphabet?

- a. A E I O U
- b. U W J
- c. Y & Z
- d. Q & X

(b. U W J)

91. What are the three categories of font?

- a. Old Style, Transitional, and modern
- b. Old Style, Traditional, and modern
- c. Traditional, transitional, and modern
- d. Traditional, transitional, new

(c. Traditional, transitional, and modern)

92. The Korean alphabet is known as...

- a. Hangul
- b. Korean
- c. Chinese
- d. Omani

(a. Hangul)

93. Vellum is made of...

a. Buffalo hide

b. Trees

c. Bamboo

d. New born calves

(d. New born calves)

94. Illuminated manuscripts incorporated a golden metal into the text and illustrations by hammering it into the paper, which is known as _____.

(gold leaf)

95. Who invented relief etching?

a. William Blake

b. William Caslon

c. Bodoni

d. Ambroise

(a. William Blake)

97. Renaissance designers loved_____

a. simplistic lines

b. geometric shapes

c. floral decoration

d. primary colors

(Answer C)

98. Who illustrated the broadside of the first rhinoceros?

a. Johann Schoen

b. Albert Durer

c. Gunther Zainer

d. Jost Anman

(Answer B)

99. Who is the father of American political cartooning?

- a. Thomas Nast
- b. Howard Pyle
- c. Ester Pissarro
- d. Jan Toorop

(Answer A)

100. . A Vellum book was made by how many sheep?

- 1.5
 - 2. 25
 - 3. 100
 - 4. 300
- A. 300 sheep

101. Who wrote the original books and oversaw the copisti?

- 1. a copisti master
 - 2. a scrittori
 - 3. a monk
 - 4. a scribe
- A. Scrittori

102. Why was gold leaf used in illuminated manuscript?

- 1. it was a precious metal
 - 2. it does not tarnish or chemically change
 - 3. it was beautiful
 - 4. all of the above
- A. all of the above

103. True or False: The magnetic compass was originally used for geometry

- a. TRUE

104. A major breakthrough in human history, printing was invented by the

- A) Greek
- B) Italian
- C) French
- D) Chinese

(answer: D)

105. In The Limbourg brothers' Les tres riches heures du duc de Berry, the first _____ pages were an illustrated calendar?

- A) 12
- B) 24
- C) 36
- D) 48

(answer: B)

106. The Didot typefoundry's constant experimentation led to maigre and gras. Maigre and gras mean

- A) tall and short
- B) horizontal and vertical
- C) thin and fat
- D) up and down

(answer: C)

107. In the production of the illuminated manuscript, the illuminator is...

- A) a well- educated scholar responsible for the text of the manuscript
 - B) the illustrator of the manuscript
 - C) the person responsible for the font of the manuscript
 - D) the well lit room where scribes would write and assemble the manuscripts
- (answer: B)

108. Watermarking was used...

- A) as a way to personalize a letter
 - B) to prevent plagiarism
 - C) as a seal of authenticity
 - D) all of the above
- (answer: D)

109. The typographer that designed over 100 font faces was...

- A) Roycroft
 - B) Lord Stanhope
 - C) Goudy
 - D) Claredon
- (answer: C)

110. Which of the following was NOT a technology developed by the Chinese..

- a.) Magnetic Compass
 - b.) Gunpowder
 - c.) Oil Paint
 - d.) Printing
- Answer= C- Oil Paint

111. The term "Bones" in the anatomy of Chinese writing refereed to its...

- a.) Proportion
 - b.) Ink Texture
 - c.) Spirit
 - d.) Size
- Answer= D- Size

112. Playing cards in Europe were important because they involved the use of the following...

- a.) Symbol Recognition
 - b.) Sequencing
 - c.) Logical Deduction
 - d.) All of the above
- Answer- d- All of the above

113. The printing Renaissance happened in...

- a.) Florence
 - b.) Venice
 - c.) Madrid
 - d.) Seville
- Answer- b- Venice

114. The _____ were the first people to produce illustrated manuscripts.

- A) mesopotamians
- B) Sumerians
- C) Egyptians
- D) cavemen

Answer C

115. A watermark is _____

- A) a damp spot
- B) a translucent emblem
- C) a stamp dipped in watered down ink
- D) only visible during the day

Answer B

116. Ver Sacrum was the Vienna Secession's _____ comprised of contributions of art and design, and graphic excellence

- A) newspaper
- B) magazine
- C) journal
- D) documentary

Answer B

117. Who was credited with making the first printing press?
answer Guttenberg

2. Which three languages are represented on the Rosetta Stone?

- a. Greek Latin and Hieroglyphs
- b. Greek, Demotic and Hieroglyphs
- c. English, Greek and Italian
- d. Italian, French, and Spanish

answer B

118. William Blake combines his poetry and designs on what form of printmaking?

- a. lithography
- b. etching
- c. offset printing
- d. silkscreen

answer b

119. The linotype produces a mold of :

- a. a solid line of type
- b. a solid page of type
- c. individual letters separately
- d. lines to divide paragraphs of type

answer a

120. The word Alphabet derives from what language?

- a. Greek (alpha/beta)
- b. Egyptian (papyrus and quill)
- c. Chinese (ink for calligraphy)
- d. Roman (chisel and marble)

answer A

121. Rapid growth of cities can be recognized when _____?
a. Internationalism struggles against regional tradition
b. mass production begins to eclipse handicraft
c. the American vision of Democracy becomes most recognizable
d. the bible was translated and mass produced

Answer B

122. Writing enabled society to stabilize itself under ruling of
a. Monarchy
b. Imperialism
c. Law
d. Dictatorship

Answer C (*edited*)

123. Which alphabet was the predecessor of modern Hebrew and Arabic written from right to left?

a. North Semitic Alphabet
b. Greek Alphabet
c. Aramaic Alphabet
d. Latin Alphabet

(answer: C. aramaic)

124. What type of Asian script was thought of to be divinatory script?

a. Bronze script
b. Bone and shell script
c. Parchment script
d. Regular script

(answer: B. bone and shell script)

125. What is the term for "photo-based color printing"? _____

(answer: Chromolithography)

126. Hokusai was known prominently for which subject matter in his block prints?

a. Political
b. Romance
c. Mythological
d. Horror stories

Answer: Horror Stories

127. Which well known, geographical feature is often seen in the background of Japanese art?

Answer: Mount Fuji

128. The style of Art Nouveau could be described as:

a. Rigid and symmetrical
b. Flat and non-decorative
c. Curvilinear and non-geometric
d. Obnoxious and tacky

129. Initially the Greeks adopted the Phoenician style of writing

right to left. Later they developed a method called

_____,
meaning "to plow a field with an ox."

(Answer: boustrophedon)

130. The poet, Horace, wrote, "Captive Greece took Rome captive." because:

A) The Romans took many Greek slaves in the second century B.C.

B) The Greeks took Roman Captives in the second century B.C.

C) Greek scholars and whole libraries were moved to Rome in the second century B.C.

D) Horace didn't say this.

(Answer: C)

131. The "Ars Morendi," meaning _____, was a bestseller

during the fifteenth century.

(Answer: Art of Dying)