



UNIVERSITI TUN HUSSEIN ONN MALAYSIA

**FINAL EXAMINATION
SEMESTER I
SESSION 2022/2023**

- COURSE NAME : TYPOGRAPHY AND COLORS
- COURSE CODE : DAG 21703
- PROGRAMME CODE : DAG
- EXAMINATION DATE : FEBRUARY 2023
- DURATION : 2 HOURS
- INSTRUCTIONS :
1. ANSWER ALL QUESTIONS
 2. THIS FINAL EXAMINATION IS CONDUCTED VIA **CLOSED BOOK**.
 3. STUDENTS ARE **PROHIBITED** TO CONSULT THEIR OWN MATERIAL OR ANY EXTERNAL RESOURCES DURING THE EXAMINATION CONDUCTED VIA CLOSED BOOK

THIS QUESTION PAPER CONSISTS OF SIX (6) PAGES

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- Q1** The concept of writing has begun before the discovery of the alphabet system.
- (i) Explain the writing of the people in the pre-historic ages. (2 marks)
 - (ii) Differentiate the ancient writing system of the Egyptian and the Chinese. (4 marks)
- Q2** Renaissance is the historical period of the cultural and intellectual awakening in Europe that has influenced the design of the typefaces such as *Batarde* as shown in **Figure Q2(a)**.
- (i) Name **TWO(2)** other examples of typefaces were produced during the Renaissance. (2 marks)
 - (ii) Describe **THREE(3)** design principles that applies to the typeface produced in the Renaissance period. (6 marks)
- Q3** Typefaces of the font has been created over the centuries and can be categorized according to their appearance. Answer the following questions based on **Figure Q3**.
- (i) Describe the typeface of the font shown in **Figure Q3 (a)** (2 marks)
 - (ii) Differentiate the typeface of font shown in **Figure Q3 (b)** and **(c)**. (2 marks)
 - (iii) Differentiate the typeface of font shown in **Figure Q3 (d)** and **(e)**. (2 marks)
 - (iv) Give **TWO (2)** examples of font belong to the typeface family shown in **Figure Q3 (b)**. (2 marks)
 - (v) Give **TWO(2)** examples of font belong to the typeface family shown in **Figure Q3 (c)**. (2 marks)

Q4 Answer the following questions based on **Figure Q4**.

(i) There are four lines label as **(a)**, **(b)**, **(c)** and **(d)** that is a part of anatomy of the typography design. Name the line accordingly. (4 marks)

(ii) Identify a letter that has the following anatomy features. Indicate your answer with a proper label.

- Apex
- Bowl
- Terminal
- Crotch
- Counter
- Shoulder
- Cross bar
- Cross stroke
- Ascender
- Descender

(10 marks)

(iii) Explain why the type designer should give attention to the letter 'e' in terms of its anatomy and the size of the typeface. (2 marks)

(iv) Choose a letter from the given word and design by sketch it to have anatomy element of swashes, italic, and boldface. (4 marks)

Q5 Visual communication is a field that practice the use of visual elements that includes graphics and typography to convey ideas and information.

(i) Give **TWO(2)** measurement unit can be used in designing graphic and typography elements on the computer. (2 marks)

(ii) Describe factors that contributes to the readability and legibility of the visual elements either it is on the print or on the screen and explain the purpose of the proofreading. (6 marks)

(iii) Describe the font family as shown in **Figure Q5 (a)**. (3 mark)

(iv) Explain the purpose, the composition and the typeface features of the typography elements shown in **Figure Q5 (b)**. (4 marks)

(v) Differentiate among the three composition style in combining visual elements of text and graphic as shown in **Figure Q5 (c)**. (6 marks)

- Q6** Typography design choices are depending on the usage and the media used.
- (i) Give **TWO(2)** examples of print media that consist of typography design for heading and body. (2 marks)
 - (ii) Suggest **TWO(2)** typography design choices that is most suitable for the exterior media of the billboard. (2 marks)
 - (iii) Suggest **TWO(2)** best approaches for the typography design on the website (2 marks)
 - (iv) Give a reason why some company used the typeface on the logo. (1 mark)
- Q7** The use of colors on the font and typefaces are essential in typography design process.
- (i) Describe **TWO (2)** color models used in digital design. (2 marks)
 - (ii) Differentiate the use of channel mixer and color palettes in applying colors on the visual elements of text and graphic. (3 marks)
 - (iii) Suggest **THREE(3)** of the most suitable colors for a typeface design that demonstrate growth, wisdom, and trust. (3 marks)

-END OF QUESTIONS -

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Deus Jacob miserere mei Et
 mitte in adiutoriū meum pro-
 prium angelū gloriosissimū:
 qui defendat me hodie: et pte

Figure Q2

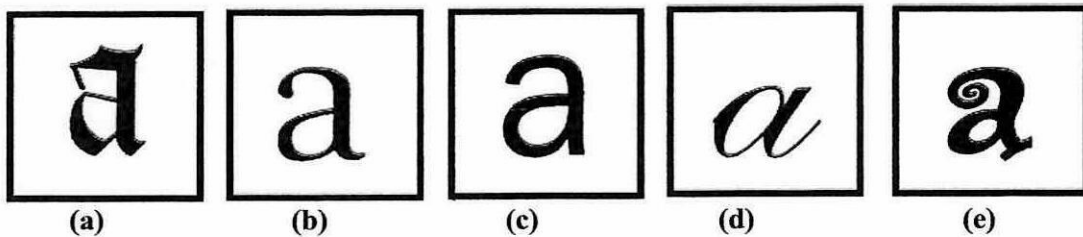


Figure Q3

Archaeopteryx (a)
 (b)
 (c)
 (d)

Figure Q4

Helvetica Neue 76 Bold Italic
 Helvetica Neue 57 Condensed
Helvetica Neue 57 Condensed Oblique
Helvetica Neue 77 Condensed

Figure Q5 (a)

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FigureQ5 (b)

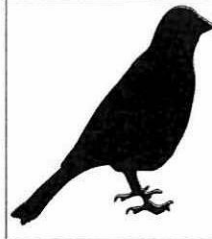
Birds are vertebrate animals adapted for flight.

Many can also run, jump, swim, and dive. Some, like penguins, have lost the ability to fly but retained their wings. Birds are found worldwide and in all habitats. The largest is the nine-foot-tall ostrich. The smallest is the two-inch-long bee hummingbird. Everything about the anatomy of a bird reflects its ability to fly. The wings, for example, are shaped to create lift.



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the centre of the wide sternum, or breastbone. The tail feathers are used for steering. Birds have a unique digestive system that allows them to eat when they can—usually on the fly—and digest later. They use their beaks to grab and swallow food. Even the way a bird reproduces is related to flight. Instead of carrying the extra weight of developing young inside their bodies, they lay eggs and incubate them in a nest. The fossil record

shows that birds evolved alongside the dinosaurs during the Jurassic period 160 million years ago. The best-known fossil is archaeopteryx, which was about the size of a crow. FROM THE NATIONAL GEOGRAPHIC BOOK.

Figure Q5 (c)