

DMT 102 Type Anatomy Worksheet

Label: x-height, cap height, baseline, descender, ascender, serif, point size

Typeface

Type Classifications

Type Type Type *Type* Type

Type Type 

Type Families

Type Type *Type* **Type**

Type Type

Type Exercise

1. Set your name in a typeface that reflects your personality
identify it by family and classification
2. Find a typeface to fit all of the classification categories
Black Letter
Serif
Script
San Serif
Display
Dingbat
3. Find a typeface for each of these types of companies
music store
bank
children's clothing store
college or private school
women's apparel