EXERCISE 2: MEASURING TYPE

DUE DATE: Monday, February 2 at the start of class

For this exercise, you will be exploring the type measurement system. At present, the most commonly used type measurement system is the PostScript Point Scale, adapted from the American Point Scale, whose units of measure include the inch, the pica, and the point. The inch is obviously the standard unit of measure in the United States. The pica, usually used for measuring lines of type, is exactly 1/6 of an inch. A pica can be subdivided into 12 points, which are most often used to measure character sizes and spacing. You will receive 1 point for each completely correct conversion.

To start with, you have several conversion problems to begin to get you familiar points and picas. The following is the conversion rate:

> 1 inch = 6 picas = 72 points
>   or
> 1 pica = 12 points = 1/6 inch

Example: How many points are there in 3 inches?

Answer: Using the first conversion formula above, you multiple the following:
> 3 inches x 72 (72 points per inch) = 216 points

1.   300 points = _____ picas = _____ inches

2.   _____ inches = 486 picas = _____ points

3.   18 picas = _____ points = _____ inches

4.   4 inches = _____ picas = _____ points

5.   _____ inches = _____ picas = 1008 points

6.   6 inches = _____ picas = _____ points

7.   912 points = _____ picas = _____ inches

8.   _____ inches = _____ picas = 144 points

9.   _____ inches = 96 picas = _____ points

10.   60 picas = _____ points = _____ inches

As we talked about in class, a type measurement system was developed to unify type. This system is still in use today. When we talk about the point size of a typeface, we are usually referring to the body size of the type. The body size must include enough space to accommodate any capital and lowercase letter in full, plus extra room to prevent adjacent printed characters from touching each other. You can determine the point size of a typeface by using a type guage like the one required for this class. You need to measure from the baseline of one line of text to the baseline of the next. You will receive two points for each correctly identified size.

This is a sample line of type for you to use to determine the point size of the type. What size is it?

This is an example of Garamond at _____ pt

This is a sample line of type for you to use to determine the point size of the type. What size is it?

This is an example of Palatino at _____ pt

This is a sample line of type for you to use to determine the point size of the type. What size is it?

This is an example of Helvetica at _____ pt

This is a sample line of type for you to use to determine the point size of the type. What size is it?

This is an example of Times New Roman at _____ pt

This is a sample line of type for you to use to determine the point size of the type. What size is it?

This is an example of Bodoni at _____ pt