

# Social Media Design Practice Test Questions and Answers

## 1. What is 'kerning' in typography?

- A) The size of a font
- B) The spacing adjustment between specific letter pairs
- C) The overall line height
- D) The width of a text block

## 2. Display ads on social media are:

- A) Yellow Page ads
- B) White page ads
- C) Incolumn ads
- D) None of the above

## 3. What is 'tracking' in typography?

- A) Analytics for font performance
- B) Uniform spacing adjustment across all characters in a word or block of text
- C) The path a reader's eye follows
- D) Following font trends over time

## 4. What is TikTok's native video resolution?

- A) 1080×1920px (9:16)
- B) 1920×1080px (16:9)
- C) 1080×1080px (1:1)
- D) 720×1280px (9:16)

**Answers: 1-B 2-A 3-B 4-A**

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