

BODY COPY - smaller than 14pt

8pt Baskerville Regular	<i>10pt Baskerville Italic</i>	12pt Baskerville Bold	<i>14pt Baskerville Bold Italic</i>
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DISPLAY COPY - larger than 14pt

18pt Baskerville Regular	<i>21pt Baskerville Italic</i>	24pt Baskerville Bold
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a type of LANGUAGE

SERIF

Garamond

- A small line or stroke attached to the end of the larger stroke, usually at the terminal.

SANS SERIF

Helvetica

- Does not have a small line or stroke attached to the end of the larger stroke.

SCRIPT

Olicana

- Designed to appear as if drawn by hand with a brush, marker, or pen.

DISPLAY

Cooper Std

- Intended for use at large sizes for headings, rather than for extended passages of body copy.

CASE

This term is used to describe whether type is set in capitals (or upper case), lower case or a combination of both.



ALIGNMENT

The term alignment (or range) is the setting of text flow. Think of it as the line from which all the lines of type extend. Type alignment can be aligned or justified.

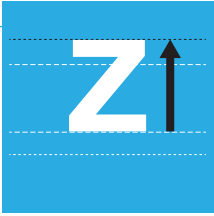
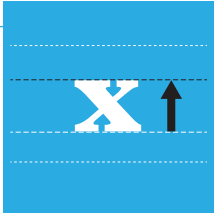




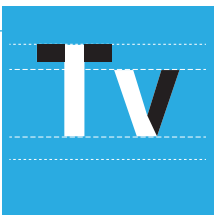
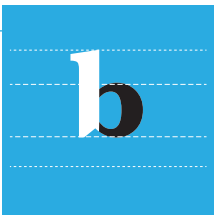
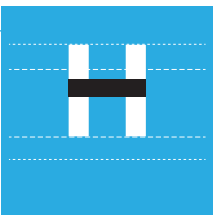


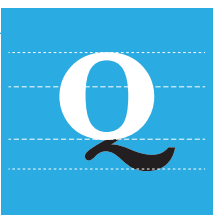
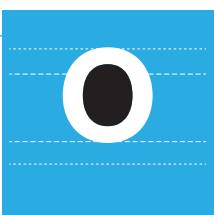
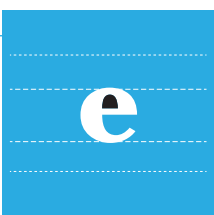
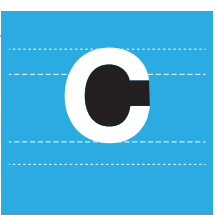
<p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.</p>	<p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.</p>	<p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.</p>
left-aligned	centre-aligned	right-aligned

These examples are set using "Lorem ipsum" placeholder copy. The Lorem ipsum text is typically a corrupted version of "De finibus bonorum et malorum", a text by the Roman statesman and philosopher Cicero.

<p>left-justified</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.</p>	<p>force justified</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.</p>	<p>right-justified</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.</p>
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TYPE ANATOMY

Type is made from various parts. The classification of the structural components or conventions of typography is commonly referred to as 'type anatomy'. Understanding the basic fundamentals is an important step in developing a mature approach to typography, while building confidence in when to bend, or even break, the rules.

CAP HEIGHT The height of the capital letter measured from the base line.		X-HEIGHT The distance between the baseline and the mean line of lowercase letters in a typeface. It is typically the height of the lowercase x.		BASELINE The imaginary line on which all letters in a typeface hang and below which descenders extend. A glyph with rounded lower extents (such as O 3 5 6 8 c C G J o P q Q u U) hang slightly below the baseline.	
ASCENDER The vertical stroke on the part of a lowercase letter that extends above the x-height.		DESCENDER The part of the lowercase letters that extends below the baseline.		STEM The vertical, full-length stroke in upright uppercase and lowercase letters. It can also be referred to as a "Stroke".	
ARM A horizontal or diagonal stroke that does not connect to a stroke or stem on one or both ends.		BOWL The fully closed and round part of a letter.		CROSSBAR The horizontal stroke in a letter. It can also be referred to as a "Bar".	
EAR The small stroke extending from the upper-right side of the bowl of a lowercase g and in the angled or curved lowercase r.		LEG A short and usually descending part of a letter.		TAIL A descending stroke, usually with a decorative flair. The descender on g, j, p, q, and y are also called tails.	
COUNTER The open space in a closed area within a letter. The negative space inside the positive letter.		EYE The eye refers specifically to the enclosed counter in a lowercase e.		OPEN COUNTER The partially open counter within a letter that is open at one end.	

a type of **SPACING**

LEADING

The adjustment of space between lines of type.

The space is identified by the difference between the size of the type and the distance from one baseline to the next.



TIGHT LEADING

This is identified as 10/10pt Helvetica Bold. Therefore this text has been set with no leading.

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A common leading for hand set body copy text is 2 points which is written as 10/12pt and 12/14pt.

Common leading for digital body copy text is 10/12pt or 12/14.4pt. These are often the default settings in commercially available Design software such as the Adobe Suite.

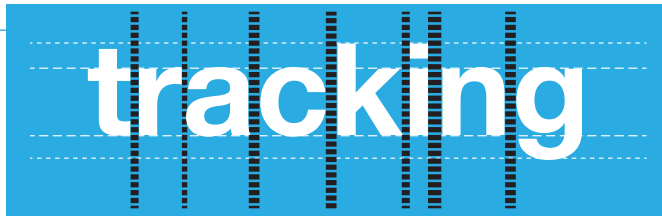
LOOSE LEADING

This is identified as 10/18pt Helvetica Bold. This text has 8 points of leading.

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TRACKING

The adjustment of space between groups of letters to improve readability.



Tracking is a term used to identify the way you decrease or increase the horizontal spacing between a range of letters or characters.

Negative tracking—i.e., a value less than “0”—is usually not encouraged unless the type is being set at very large sizes i.e. for display type.

TIGHT TRACKING



The example above uses negative tracking. As you can see it makes the word much harder to read.

Providing more open or loose tracking i.e. more space between the letters - usually helps with the readability of ALL-CAPS text.

This example of body copy, also uses negative tracking. As you can see it makes the words almost unreadable.

LOOSE TRACKING

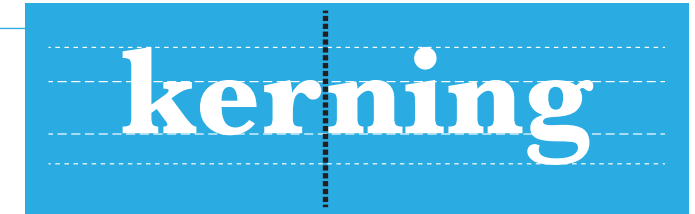


Note:

Many novice typographers mistakenly talk about kerning when they actually mean tracking. Kerning is the customised spacing between two particular glyphs.

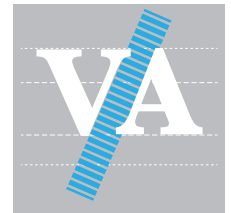
KERNING

The adjustment of space between two adjacent glyphs to improve spacing for readability and clarity.

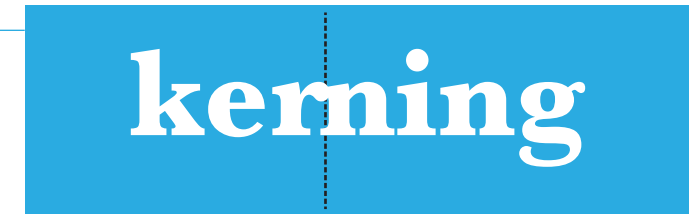


Kerning is always used to improve the space between two glyphs for the purpose of legibility.

For example, consider the space between a capital “V” and “A”. Sometimes they may need some ‘help’ to appear more legible.



TIGHT KERNING



LOOSE KERNING

