

F W E
A V C D
P S
X
R T V K H P T U
W I G B H V
O R N F L H X
Q J L E Y
T Z S
T

A is for Ascender



A part of a lowercase letter that rises above the main body of the letter (above the x-height).

In Typography, the upward vertical stem on some lowercase letters such as h and b, that extends above the x-height is the ascender. The height of the ascenders is an identifying characteristic of many typefaces.

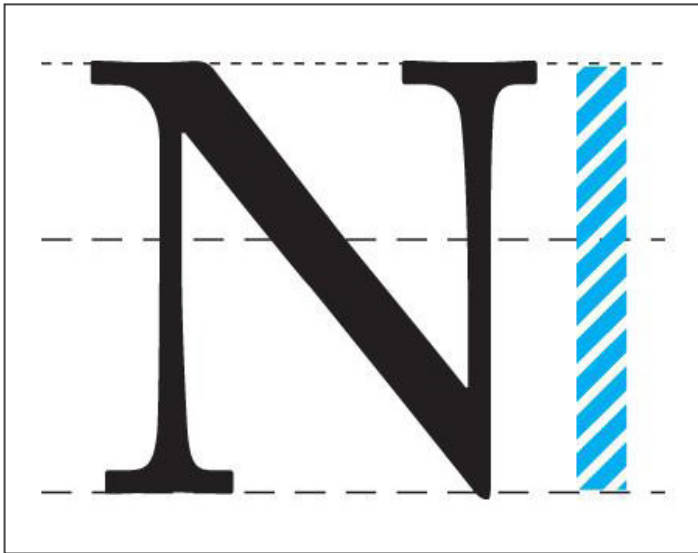
B is for *Bodoni*



An Italian printer who designed the Bodoni font (1740 - 1813).

A typeface (based on an 18th century design by Gianbattista Bodoni) distinguished by regular shape and hairline serifs and heavy downstrokes.

C is for *Cap height*



The height of capital letters is known as the cap height.

The height from the baseline to the top of the uppercase letters in a font. This may or may not be the same as the height of ascenders. Cap height is used in some systems to measure the type size.

D is for Descender



Parts of lowercase letters that extend below the baseline.

The portion of some lowercase letters, such as g and y, that extends or descends below the baseline is the descender. The length and shape of the descender can affect readability of lines of type and is an identifying factor for some typefaces.

E is for Ellipsis

Hello ... I guess

Hello . . . I guess

Hello ... I guess

A punctuation character consisting of three dots, or periods, in a row. It indicates that a word or phrase has been omitted.

The ellipsis is frequently approximated by typing three periods in a row, which puts the dots too close together, or three periods with spaces in between, which puts the dots too far apart.

F is for Foot



The part of a stem that rests on the baseline.

Essentially, a terminal is, then, just the end of a stroke without the presence of the serif or those little feet or attachments at the ends of some fonts. The lowercase “t” is the perfect example of such a case: Note how the stroke terminates at the bottom of the “t” without a serif.

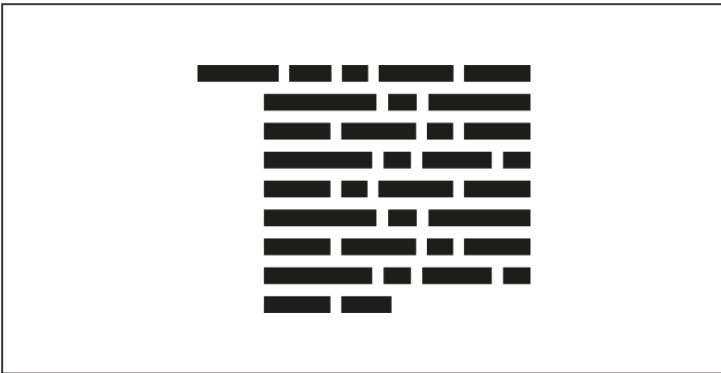
G is for Glyph



An elemental symbol within an agreed set of symbols, intended to represent a readable character for the purposes of writing.

The word glyph is used differently in different contexts. In the context of modern computer operating systems, it is often defined as a shape in a font that is used to represent a character code on screen or paper. The most common example of a glyph is a letter, but the symbols and shapes in a font like ITC Zapf Dingbats are also glyphs.

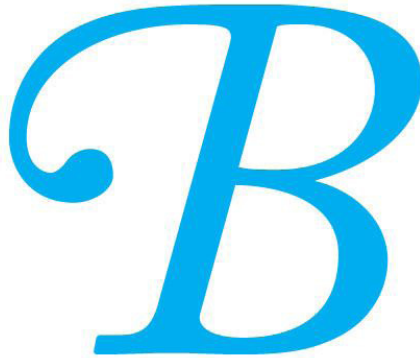
H is for Hanging Indent



Alternatively referred to as a negative indent, a hanging indent is an indent that indents all text except the first line. Below is an example of a hanging indent, which is often used in a bibliography.

A document style in which the first line of a paragraph is aligned with the left margin, and the remaining lines are all indented an equal amount. This is sometimes referred to as outdenting. This is an effective style for displaying lists of information.

I is for *Italic*



Slanted to the right
unlike roman typefaces
which are upright.

The name comes from
the fact that calligraphy
inspired typefaces were
first designed in Italy,
to replace documents
traditionally written in a
handwriting style called
chancery hand.

J is for Justified

Aligned Left

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Justified

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Justification is the structuring of the top, bottom, sides, or middle of text or graphic elements on a page to align the text against one or more specific baseline markers usually the left or right margin, or both.

A block of text that has been spaced so that the text aligns on both the left and right margins. Justified text has a more formal appearance, but may be harder to read.

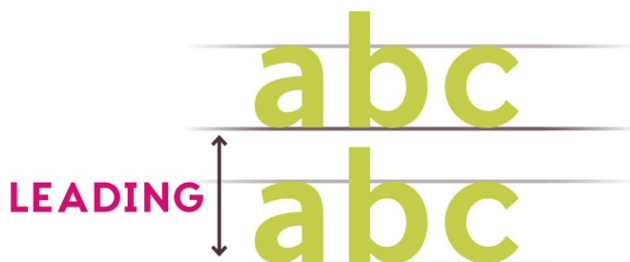
K is for Kerning



The horizontal spacing between two consecutive characters; adjusting the kerning creates the appearance of uniformity and reduces gaps of white space between certain letter combinations.

In typography, kerning is the process of adjusting the spacing between characters in a proportional font, usually to achieve a visually pleasing result. Kerning adjusts the space between individual letter forms, while tracking (letter-spacing) adjusts spacing uniformly over a range of characters.

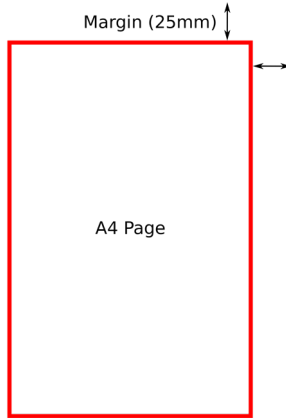
L is for Leading



The word 'leading' originates from the strips of lead hand-typesetters used to use to space out lines of text evenly.

The vertical space between lines of text, from baseline to baseline.

M is for Margin



The white spaces around text blocks. Margins typically need to be created on the edges of a page, since most printers can't print to the very edge.

The margin helps to define where a line of text begins and ends. When a page is justified the text is spread out to be flush with the left and right margins.

P is for Pica

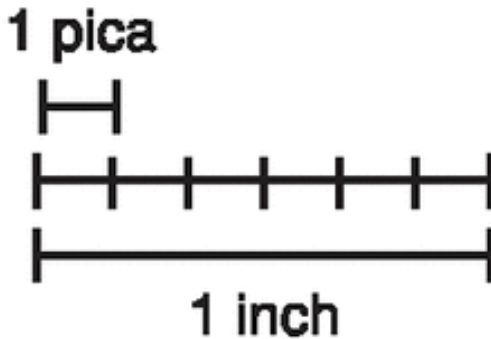


FIGURE 199. Pica

A unit of measure that is approximately one-sixth of an inch. A pica is equal to 12 points. The traditional British and American pica is 0.166 inch. In PostScript devices, a pica is exactly $1/6$ inch.

Picas are commonly used when designing newspapers, magazines, newsletters, and ads. Picas are designated with the letter p, such as 16p.

S is for Serif



A stroke added as a stop to the beginning and end of the main strokes of a character.

In typography, a serif is the little extra stroke found at the end of main vertical and horizontal strokes of some letterforms. Serifs fall into various groups and can be generally described as hairline (hair), square (slab), or wedge and are either bracketed or unbracketed.


T is for Tracking




The uniform amount of spacing between characters in a complete section of text (sentence, line, paragraph, page, etc.).

Leading is the spacing between the baselines of type. The term leading is derived from the practice of placing lead strips between lines of type on older hand set printing presses such as a letterpress. Adjusting the leading is also a very useful way of saving or using space on a page. with a typographical design.

W is for Word-spacing

Proper word  space is proportional to the width of the typeface.

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Adjusting the average distance between words to improve legibility or to fit a block of text into a given amount of space.

Word spacing is an important aspect of creating inviting, easy-to-read typography. This seemingly small detail plays a key role in establishing the color, texture and readability of a typographic communication.

X is for X-height



Traditionally, x-height is the height of the lowercase letter x. As a general rule, it is the height of the body of lowercase letters in a font, excluding the ascenders and descenders.

The x-height can vary considerably among typefaces with the same point size, which is based on the width of certain uppercase letters.