Quick Reference:
   Line Height (Leading)
   Word Space (Tracking)
   Letter Space (Kerning)
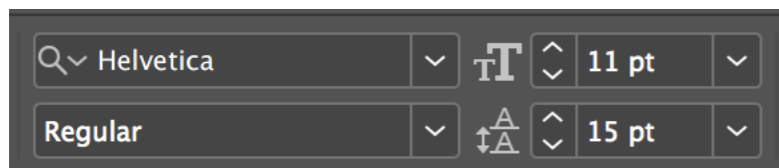

Communication Design
COMD1127 Type & Media

Line Height or Leading

Leading refers to the space (distance) between baselines of text.

Comes from the word LEAD. When setting type by hand with metal type, actual bars of lead were placed between the lines of text to increase space.

In web typography this is refer to as LINE HEIGHT

It needs to be adjusted based on typeface, pt. size, line width.

Helvetica 11 pt

Regular 15 pt

Comfortable

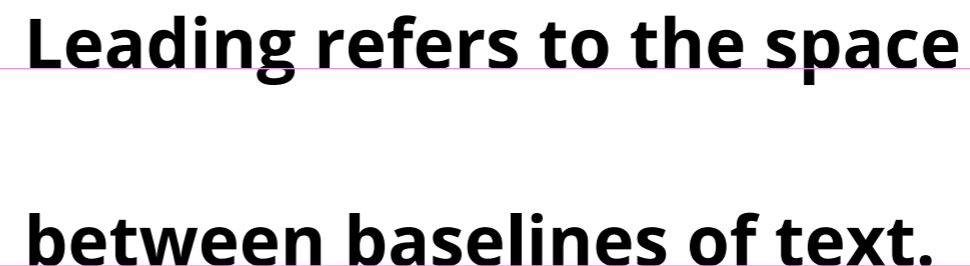**Leading refers to the space between baselines of text.**

Too tight

Leading refers to the space between baselines of text.

Too loose

Leading refers to the space

between baselines of text.
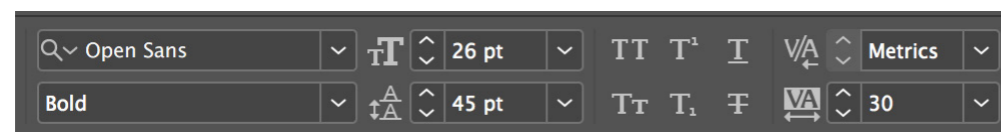
Word Space or Tracking

Tracking refers to the adjustment of space (distance) between all the letters and words on a specific text

We normally adjust tracking on headings or titles (larger pt size) and not body copy.

It is commonly used in all caps solutions and with positive values although these are not a strict type rules

In web typography this is refer to as word space.

It is adjusted by highlighting the entire text and then adjusting the tracking value.

0 tracking

CHAPTER TWO

75 tracking

CHAPTER TWO

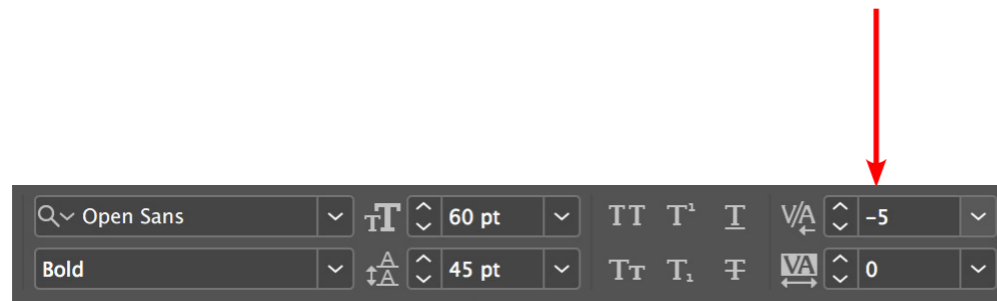230 tracking

C H A P T E R   T W O

-75tracking (too tight)

CHAPTER TWO

Open Sans	ᴛᴛ 26 pt	TT T¹ T	V/A Metrics
Bold	A̬A 45 pt	Tᴛ T₁ T̄	VA 30

Letter Space or Kerning

Kerning refers to the adjustment of space between two letters

It needs to be adjusted based on typeface, pt. size, case, and the relationship between two characters.

We normally adjust kerning on headings or titles (larger pt size) and not body copy. It is adjusted by placing the cursor between the two specific letters

David

DAVID

These two examples are the same typeface and the same size, but change from lowercase to uppercase. The need to adjust kerning is more noticeable on the all uppercase solution and between the letters "A" and "V"

WATER

WATER

These two examples have the same word and case, but different sizes, typefaces and style. They need different adjustments and between different pairs.

Open Sans   60 pt   TT T¹ T   VA −5
Bold   45 pt   Tᴛ T₁ Ŧ   VA 0