

Vocabulary

Typeface Family

The collection of faces that were designed together and intended to be used together.

Typeface:

The letters, numbers, and symbols that make up a design of type. A typeface is often part of a type family of coordinated designs.

Font:

One weight, width, and style of a typeface.

Small Caps

Capitol letters that are the same height as the typeface's x-height

Leading

The amount of space (measured in points, from baseline to baseline) added between lines of text to make the document legible.

Tracking

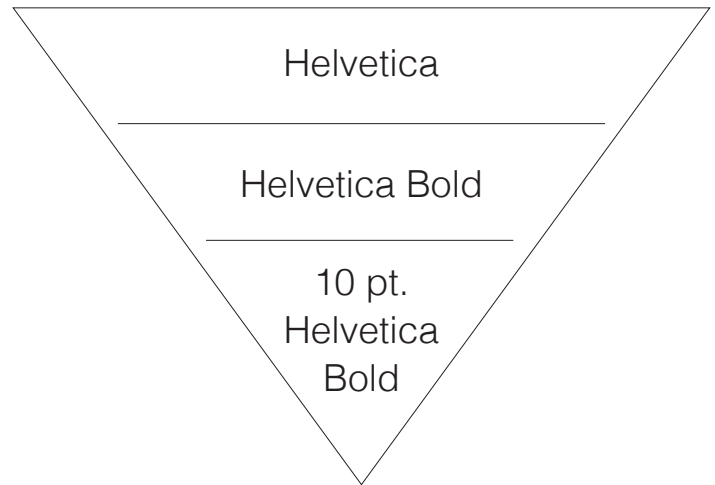
The average space between characters in a block of text. Sometimes also referred to as the overall letterspacing.

Kerning

The adjustment of horizontal space between individual characters in a line of text. Adjustments in kerning are especially important in large display and headline text lines. Without kerning adjustments, many letter combinations can look awkward. The objective of kerning is to create visually equal spaces between all letters so that the eye can move smoothly along the text.

Drop capital / initial

A design style in which the first capital letter of a paragraph is set in a larger point size and aligned with the top of the first line. This method is used to indicate the start of a new section of text, such as a chapter.



EBIS IUSDAEPUDI NIENIS ALIST AS EXCEATUR AS ENDEM IL IDUCIUM
CUM AM NONSEQU UNTIUS CON. EXCES RE SUM HARUM IPITIIS ULPARIB
EARIOREST FUGITA VENDAEPEDIS NIANIS ES DOLUPT.

Ebis iusdaepudi nienis alist as
exceatur as endem il iducium
cum am nonsequ untius con.

Looser leading

Ebis iusdaepudi nienis alist as
exceatur as endem il iducium
cum am nonsequ untius con.

Tighter Leading

E b i s i u s d a e p u d i
n i e n i s a l i s t a s
e x c e a t u r a s e n d e m

Loose Tracking

Ebis iusdaepudi nienis alist as exceatur
as endem il iducium cum am nonsequ
untius.

Tight Tracking

kern

In the example above, there is
too much space between the
k and the e.

kern

The problem has been fixed
by kerning the k, reducing its
letterspacing to make the spaces
between the letters equal.

Ebis iusdaepudi nienis alist as exceatur as endem il
iducium cum am nonsequ untius con. Arciis et veliatur?
Am aut molupta volent. Aximinit fugia vendit, officiiis
etustec erovita dolorrore laut.

Alignment

The positioning of text within the page margins. Alignment can be flush left, flush right, justified or centered. Flush left and flush right are sometimes referred to as left justified and right justified.

Flush Left / Left Justified / Ragged Right

Text that is aligned on the left margin is said to be set flush left. If the same text is not aligned on the right margin, it is said to be set flush left, ragged right. The term ragged right is sometimes used alone to mean the same thing.

Flush Right / Right Justified / Ragged Left

Text that is aligned on the right margin is said to be set flush right. If the same text is not aligned on the left margin, it is said to be set flush right, ragged left. The term ragged left is sometimes used alone to mean the same thing.

Justify

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. Also known as “fully justified.”

Centered (Rag Left & Right)

Text placed at an equal distance from the left and right margins. Headlines are often centered. It is generally not good to mix centered text with flush left or flush right text.

Roman

The “regular” or upright counterpart of an italic or oblique typeface, regardless of whether the type design is seriffed or a sans serif, i.e., the version of a typeface that is not *italic* or **bold**.

Bold

A typeface which has been enhanced by rendering it in darker, thicker strokes so that it will stand out on the page. Headlines that need emphasis should be boldface.

Ebis iusdaepudi nienis alist as exceatur as endem il iducium cum am nonsequ untius con. Exces re sum harum ipitiis ulparib eariorest fugita vendaepedis nianis es dolupt.

Ebis iusdaepudi nienis alist as exceatur as endem il iducium cum am nonsequ untius con. Exces re sum harum ipitiis ulparib eariorest fugita vendaepedis nianis es dolupt.

Ebis iusdaepudi nienis alist as exceatur as endem il iducium cum am nonsequ untius con. Exces re sum harum ipitiis ulparib eariorest fugita vendaepedis nianis es dolupt.

Ebis iusdaepudi nienis alist as exceatur as endem il iducium cum am nonsequ untius con. Exces re sum harum ipitiis ulparib eariorest fugita vendaepedis nianis es dolupt.

Ebis iusdaepudi nienis alist as exceatur as endem il iducium cum am nonsequ untius con.

Roman

Ebis iusdaepudi nienis alist as exceatur as endem il iducium cum am nonsequ untius con.

Italic

Ebis iusdaepudi nienis alist as exceatur as endem il iducium cum am nonsequ untius con.

Roman

Ebis iusdaepudi nienis alist as exceatur as endem il iducium cum am nonsequ untius con.

Bold

x-height

Traditionally, x-height is the height of the lowercase letter x. It is also the height of the body of lowercase letters in a font, excluding the ascenders and descenders. Some lowercase letters that do not have ascenders or descenders still extend a little bit above or below the x-height as part of their design. The x-height can vary greatly from typeface to typeface at the same point size.

Base line

The imaginary line on which the bottoms of characters, without descenders, in a typeface align.

Ascender

The part of lowercase letters (such as k, b, and d) that ascends above the x-height of the other lowercase letters in a typeface.

Descender

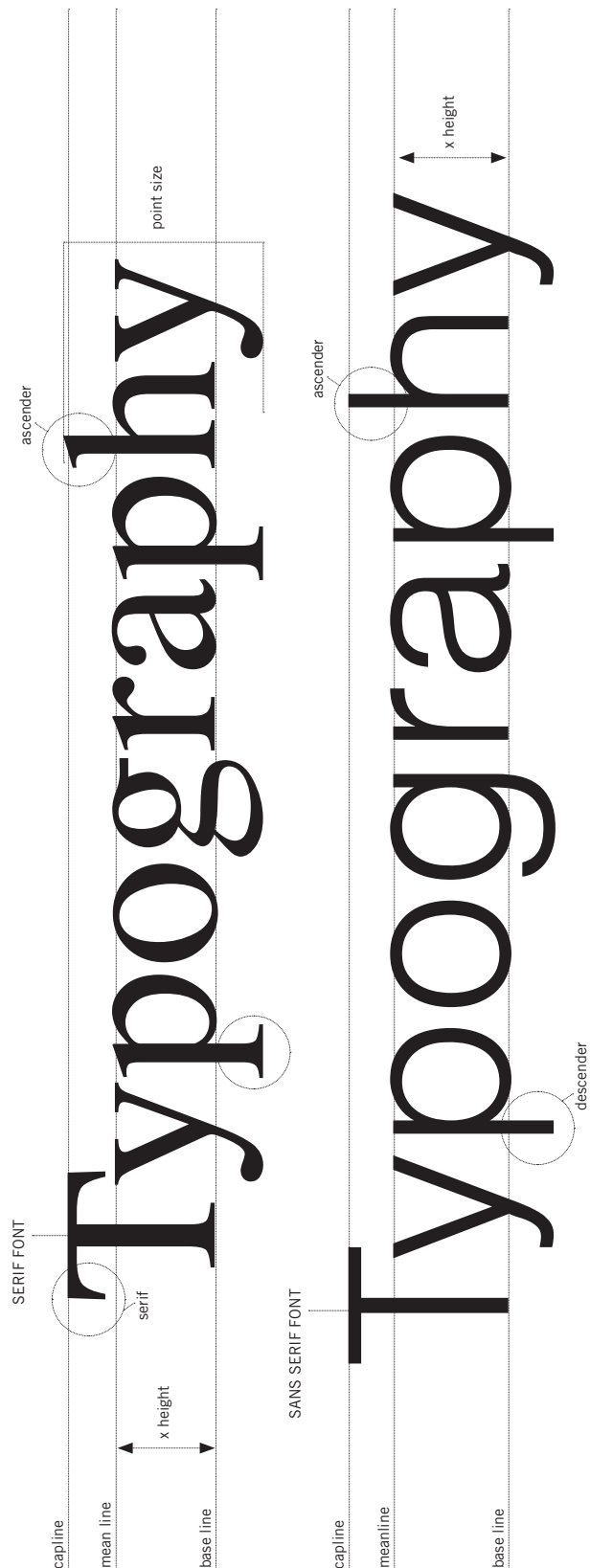
The part of lowercase letters (such as y, p, and q) that descends below the baseline of the other lowercase letters. In some typefaces, the uppercase J and Q also descend below the baseline.

Serif

Small finishing strokes that are added to the arms, stems, and tails of characters. Serifs improve readability by leading the eye along the line of type.

Sans serif

A type face that does not have serifs. Generally a low-contrast design. Sans serif faces lend a clean, simple appearance to documents. Sans serif type is more legible in headings than in a long passage of text. First designed by William Caslon IV in 1816, it was originally referred to as “English Egyptian.” Also known as “Gothic” in the United States and “Grotesque” in Europe.



Italic

A slanting or script-like version of a face. The upright faces are often referred to as roman. Best used to set off quotes, special phrases, and foreign words.

Ebis iusdaepudi nienis alist as
exceatur as endem il iducium
cum am nonsequ untius con.

Roman

*Ebis iusdaepudi nienis alist as
exceatur as endem il iducium
cum am nonsequ untius con.*

Italic

Thumbnail

- Art Directors and graphic designers use the term “thumbnail sketch” to describe a small drawing on paper (usually part of a group) used to explore multiple ideas quickly. Thumbnail sketches are similar to doodles, but may include as much detail as a small sketch.



Comp

A preliminary design or sketch is a comp (aka comprehensive artwork, or composite).

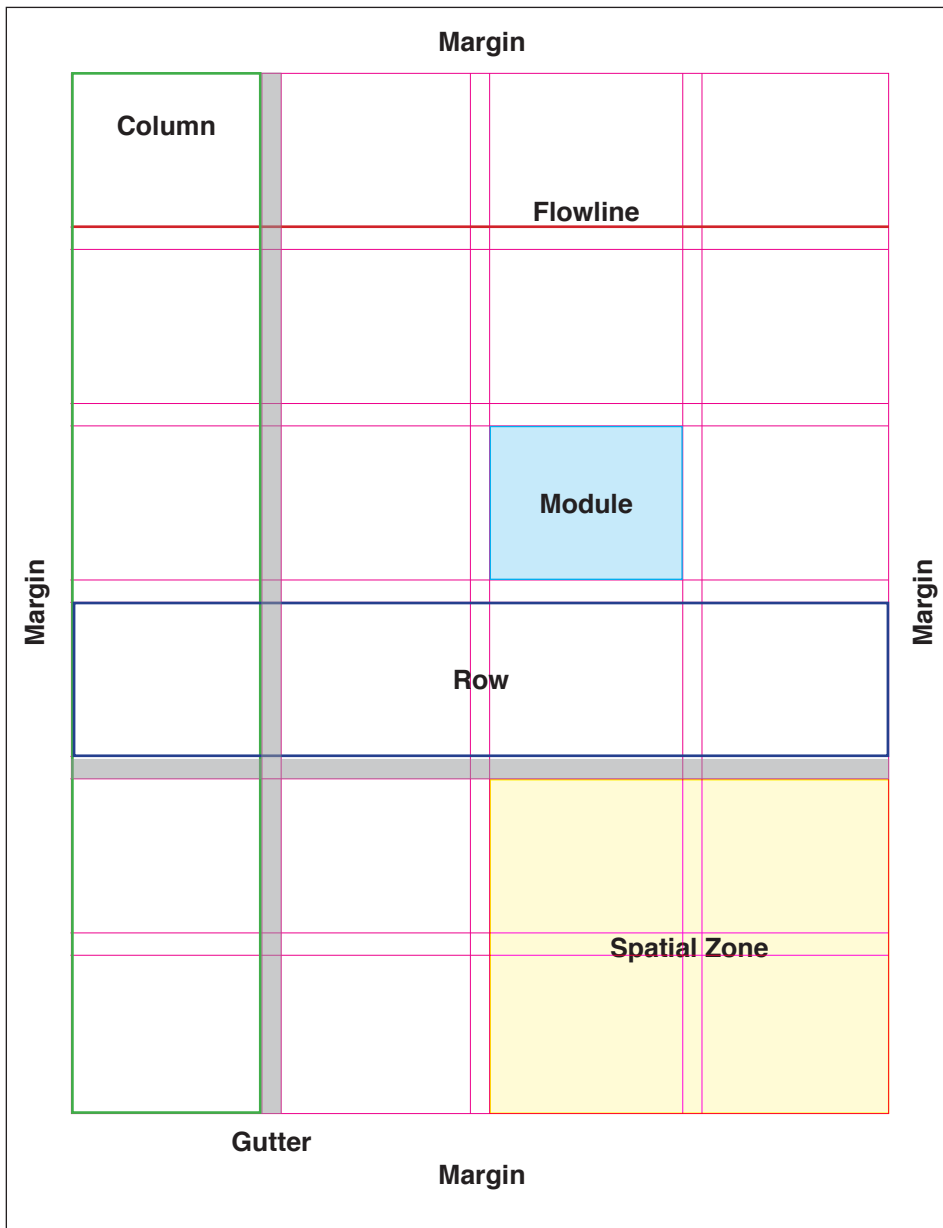
Grid

A two-dimensional structure made up of a series of intersecting vertical and horizontal axes used to structure content. The grid serves as an armature on which a designer can organize text and images in a rational, easy-to-absorb manner. (See next page)

Grids

Read the following information to learn the parts of a grid.

Parts of the grid



Format

The format is the area in which the design sits. In a book or magazine the format is the page. On a website the format is the browser window.

Spatial Zones

Spatial zones are fields of adjacent modules. Each field can be assigned a specific function within the design.

Columns

Columns are vertical bands of modules. There can be any number of columns in a grid. More columns leads to more flexibility, but can also make the grid difficult to work with.

Rows

Rows are the horizontal equivalent of columns. Online it's harder to plan for rows as the height of the format is often inconsistent and dynamic.

Gutters

Gutters are the spaces separating modules either vertically or horizontally. Typically we think of gutters as the space between columns, but they are also the space between rows.

Margins

Margins are the negative space between the edge of the format and the outer edge of the content.

Flowlines

Flowlines are horizontal lines that break the space into horizontal bands. They can be used to help guide the eye across the page and can be used to impose starting and stopping points for text and images to be aligned.

Modules

Modules are individual units of space that are separated by regular intervals. Modules are the basic building blocks of grids. When repeated they create columns and rows.

Grids act as guides for the placement of elements in a design. No matter how simple or complex, grids share some common parts, each fulfilling a specific function. Not every one of these parts needs to be present in every grid.