

# **Discussion of Editorial Design**

# Anatomy of Letterforms



# Character and Glyphs

- A **character** refers to the smallest semantic unit of a language or simply put a sign in a given language, for example a lowercase e or an uppercase A.
- A **glyph** on the other hand is a specific form the character can take in a font. For example the letter e can take the form of a small cap.

# Family of Typeface

**ITC Bodoni Six**

**ITC Bodoni Twelve**

**ITC Bodoni Seventy-Two**

**ITC BODONI ORNAMENTS**



# X-height



H a H a

Type set with matching cap heights can vary considerably in their x-heights, making their optical size dramatically different.

The x-height of a font affects its readability, and will make different typefaces look larger or smaller at the same point size.

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Both text blocks (Bernhard Modern and Vectora) are set in 14/17 point. Notice how the differences in the size of the ascenders, descenders and x-heights help determine how “big” the type actually looks.

# Wordspacing

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# Tracking

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**If the spacing of a font is too tight (left), opening the tracking can make a big improvement in readability (right).**

# Small Caps

<i>SMALL caps</i>	<i>SMALL caps</i>
<b>SMALL caps</b>	<b>SMALL caps</b>
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True drawn small caps are superior to computer-generated small caps or reduced caps as they are drawn to match the weight, color and proportion of the caps. Computer generated small caps are just reduced caps and therefore look too light and often too narrow.

The olympic ski team left  
JFK airport at 7:30 P.M. and  
didn't arrive until 6 A.M  
the next day.

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Small caps are usually drawn to blend with the weight, color and proportion of full capitals.

# Small Caps

ITC Mendoza

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

ABCDEFGHIJKLMNPOQRSTUVWXYZ

TRUE DRAWN SMALL CAPS are an excellent choice when all caps are desired but with more subtlety. Small caps designed for a text face are usually the height of the lowercase characters.

Small caps designed for a text face usually match the x-height of the lowercase.

ITC Braganza

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

ABCDEFGHIJKLMNPOQRSTUVWXYZ

# Ligature

- A **ligature** is a special character that combines two (or sometimes three) letters into a single character. Type designers create ligatures because they look better than setting the same character combinations individually, and also to solve the problem of characters that “crash” into each other when set in adjacent positions. Learning when and how to use ligatures, and when not to, is an important typographic skill.

# Oldstyle Figures

1234567890  
1234567890

Oldstyle figures approximate lowercase by having an x-height as well as varying ascenders and descenders. Lining figures imitate caps in that they all align on the baseline and the cap height.

At the age of 11, he gave a concert in Berlin. At 17 he made his Paris debut. And in 1906, at 19 he made his first American appearance at Carnegie Hall in New York.

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Oldstyle figures work well in text and blend in beautifully by not disturbing the color and texture of the body copy.

# Versatile Typeface

ITC New Winchester

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

12345678901234567890!@#\$£%?&\*()

ITC New Winchester is an example of a typeface that has both oldstyle and lining figures. Small caps are available as well, making it a very versatile design.

# Hyphens: En-dashes and Em-dashes



Compare these sets of hyphens, en-dashes and em-dashes. The lengths of these characters vary from typeface to typeface, as do their side bearings (the space on either side).

# Hyphens

“Yes,” she said, “he is really quite a beauty, and he has such a sweet, good-tempered face, and such a fine, intelligent eye—what do you say to calling him Black Beauty?”

“Yes,” she said, “he is really quite a beauty, and he has such a sweet, good-tempered face, and such a fine, intelligent eye—what do you say to calling him Black Beauty?”

“Yes,” she said, “he is really quite a beauty, and he has such a sweet, good-tempered face, and such a fine, intelligent eye--what do you say to calling him Black Beauty?”

**An em-dash is used to indicate a break in thought (left). It can be replaced with an en-dash for aesthetic reasons when the em-dash is extremely wide (middle). Never use two hyphens instead of a dash (right). (Excerpt from *Black Beauty*, by Anne Sewell.)**

# Hyphens

5:30 – 6:00 pm  
Monday–Friday  
1984–2002

An en-dash falls in-between the hyphen and the em-dash in width, and is used to indicate a range of values.

# Baselineshift

99 <sup>7</sup>/<sub>8</sub> 99 <sup>7</sup>/<sub>8</sub>

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Grapefruit™

Grapefruit™


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(1973) (1973)

I feel jittery.

I feel jittery.

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 679-8539

 679-8539

Before and after: baseline shift can help fine-tune your typography in a variety of ways.