Alphabet Book

Type & Design Principles

A

is for Ascender

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

b

k

f

d

h

Baseline

Baseline

Baseline

B

The imaginary line on
which most letters and
other characters sit.

is for Baseline

WHITE

BLACK

C

It refers to the presentation of two elements of the design in opposite way, creating a focal point, as well as giving objects greater visual weight and balancing the image.
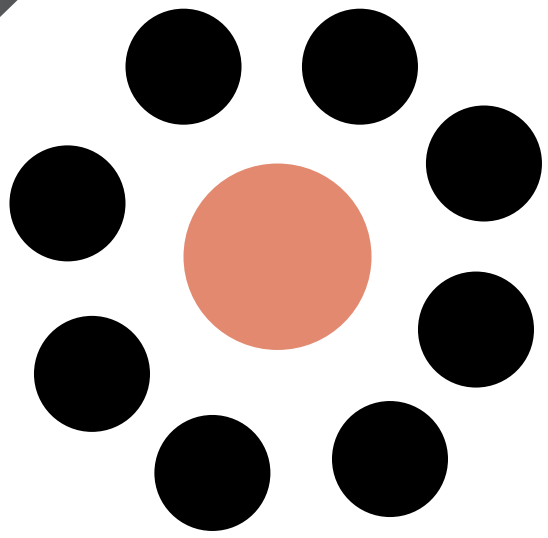
is for Contrast

D

is for Descender

A piece of a letter that
extends below the
baseline.

g

p

j

y

q

E
is for Emphasis

It is an area or object within the artwork that draws attention and becomes a focal point.

Baskerville Regular
Baskerville Italic
Baskerville SemiBold
Baskerville Bold

Athelas Regular
Athelas Italic
Athelas Bold
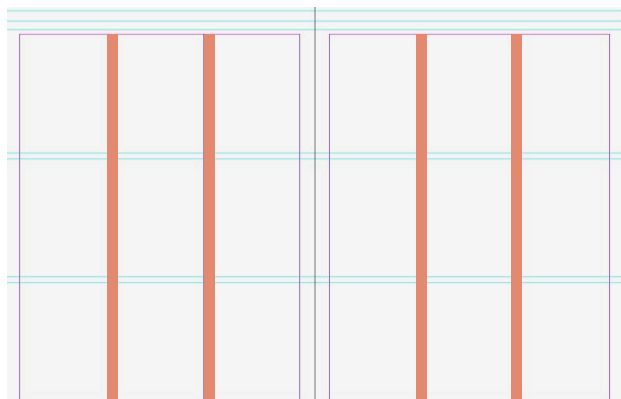***Athelas Bold Italic***

Didot Regular
Didot Italic
Didot Bold

F

A type family is a range of typeface designs that are variations of one basic style of alphabet.
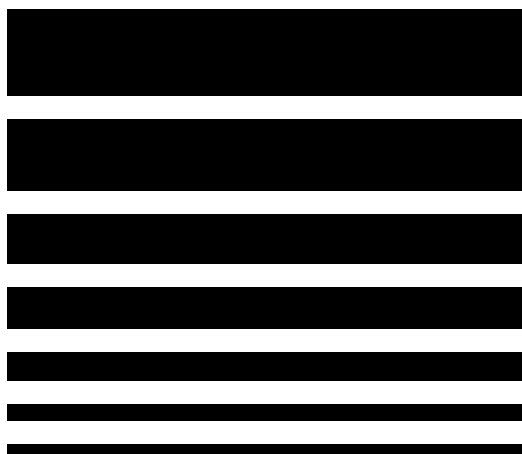
is for Font Family

G

is for Gutter

The gutter is the space created by the binding a book or magazine.

H

is for Hieracrchy

It refers to the arrangement or presentation of elements in a way that implies importance.

is for Italics

A slanted version of a typeface (slants from left to right).
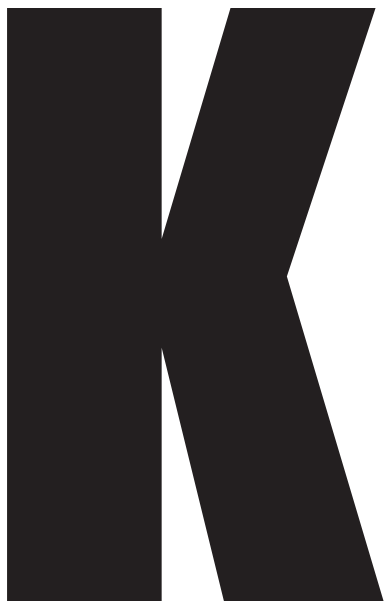
Italics

Italics

Italics

Italics

Italics

Italics

This is Kerning (100)

This is Kerning (10)

This is Kerning (0)

This is Kerning (-50)

This is Kerning (-100)

K

The horizontal spacing between two consecutive characters

is for Kerning

This is leading

(10pt)

This is leading
This is leading
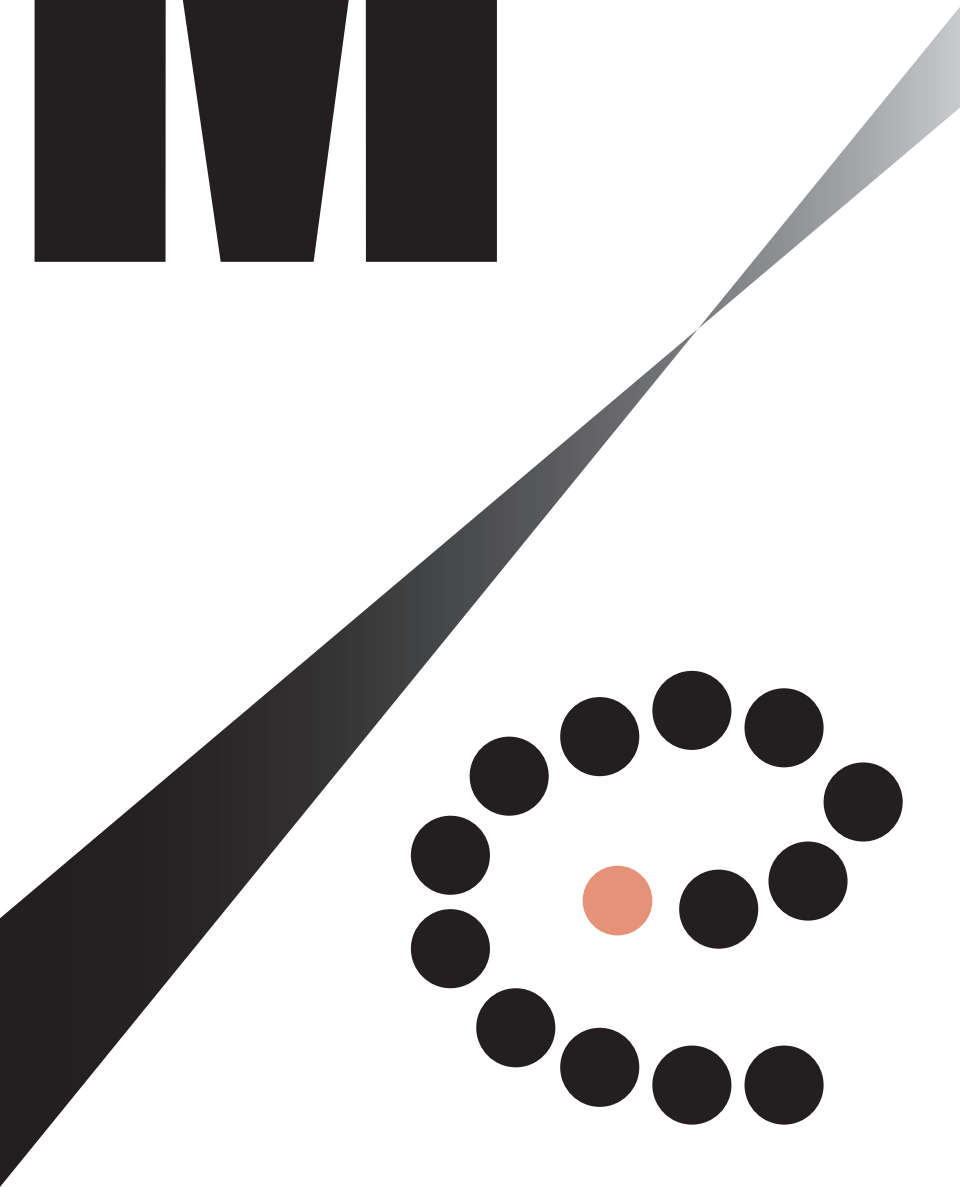
(24pt)

This is leading

This is leading

(48pt)

The vertical spacing
between lines of text
(from baseline to
baseline).

is for Leading
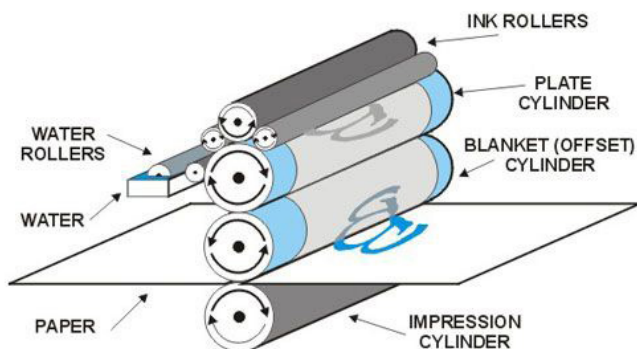
M

is for Movement

Is the path the viewer's eye takes through the work of art, often to focal areas.
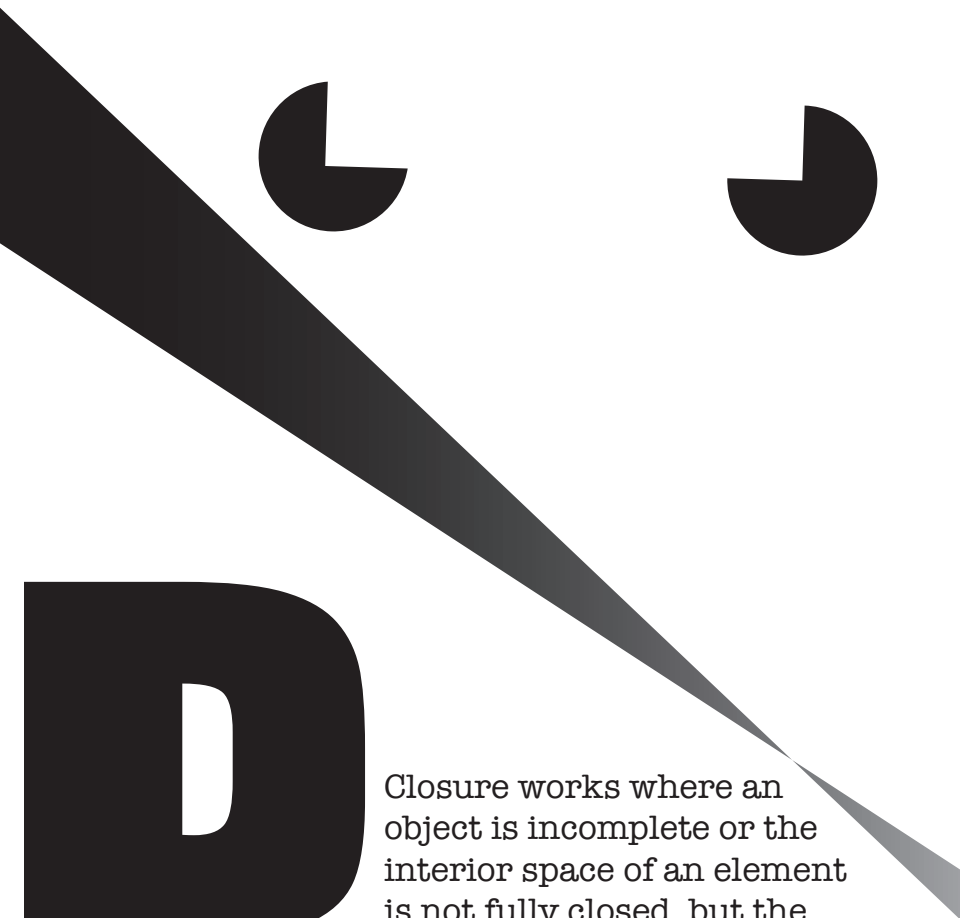
O is for Offset Lithography

Is a method of mass-production printing in which the images on metal plates are transferred (offset) to rubber blankets or rollers and then to the print media.
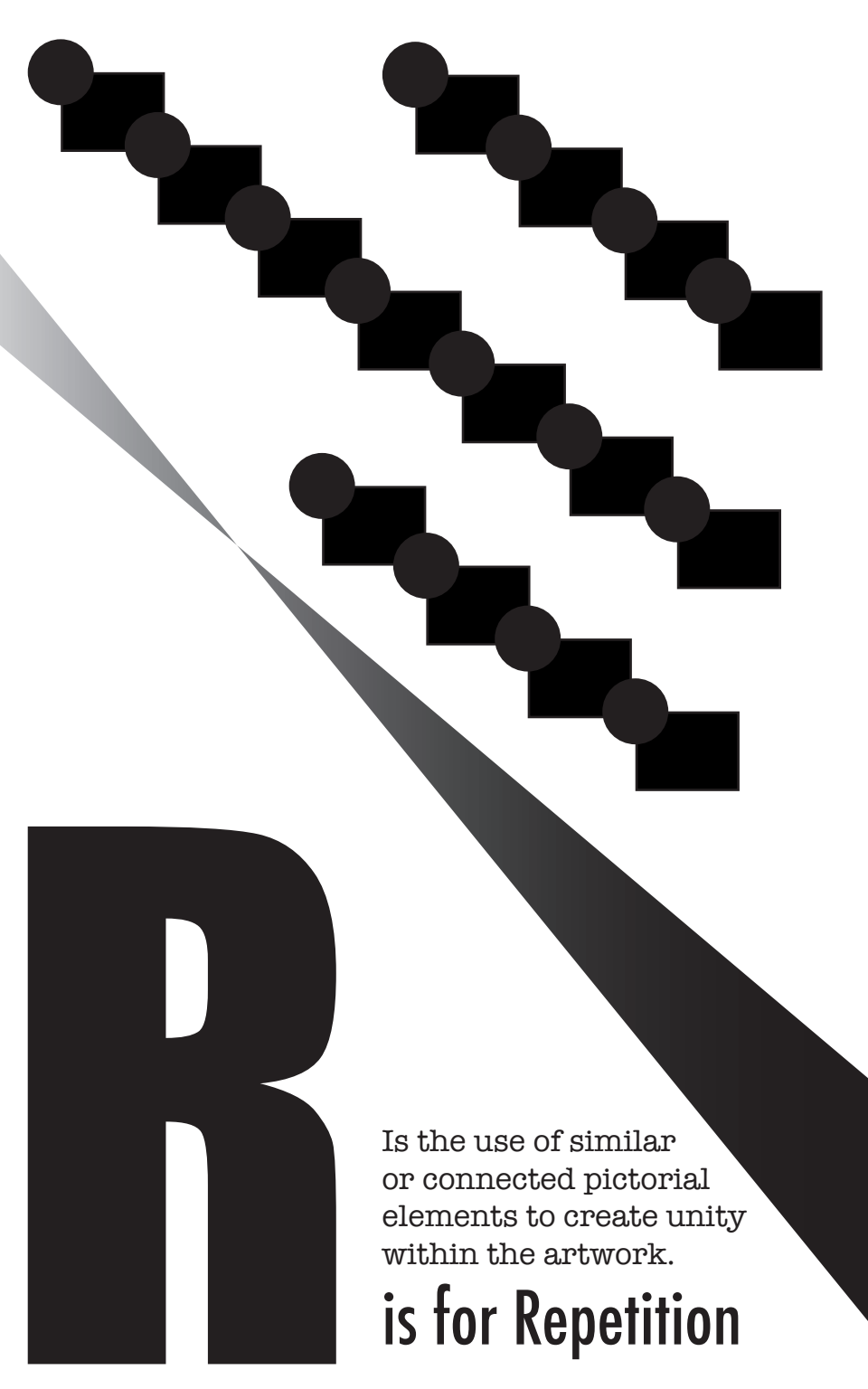

INK ROLLERS

PLATE CYLINDER

BLANKET (OFFSET) CYLINDER

WATER ROLLERS

WATER

PAPER

IMPRESSION CYLINDER

Closure works where an object is incomplete or the interior space of an element is not fully closed, but the viewer perceives a complete shape by filling in the missing information.

P is for Proximity Closure

R

Is the use of similar
or connected pictorial
elements to create unity
within the artwork.

is for Repetition

S is for Sans Serif

Literally "without line"; the general category of typefaces (or an individual typeface) designed without serifs
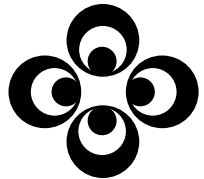
Arial
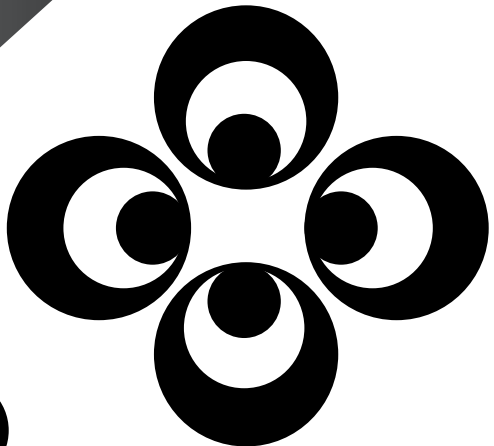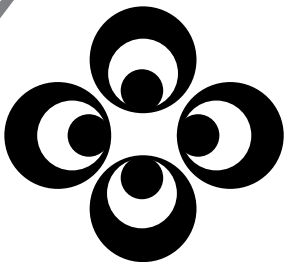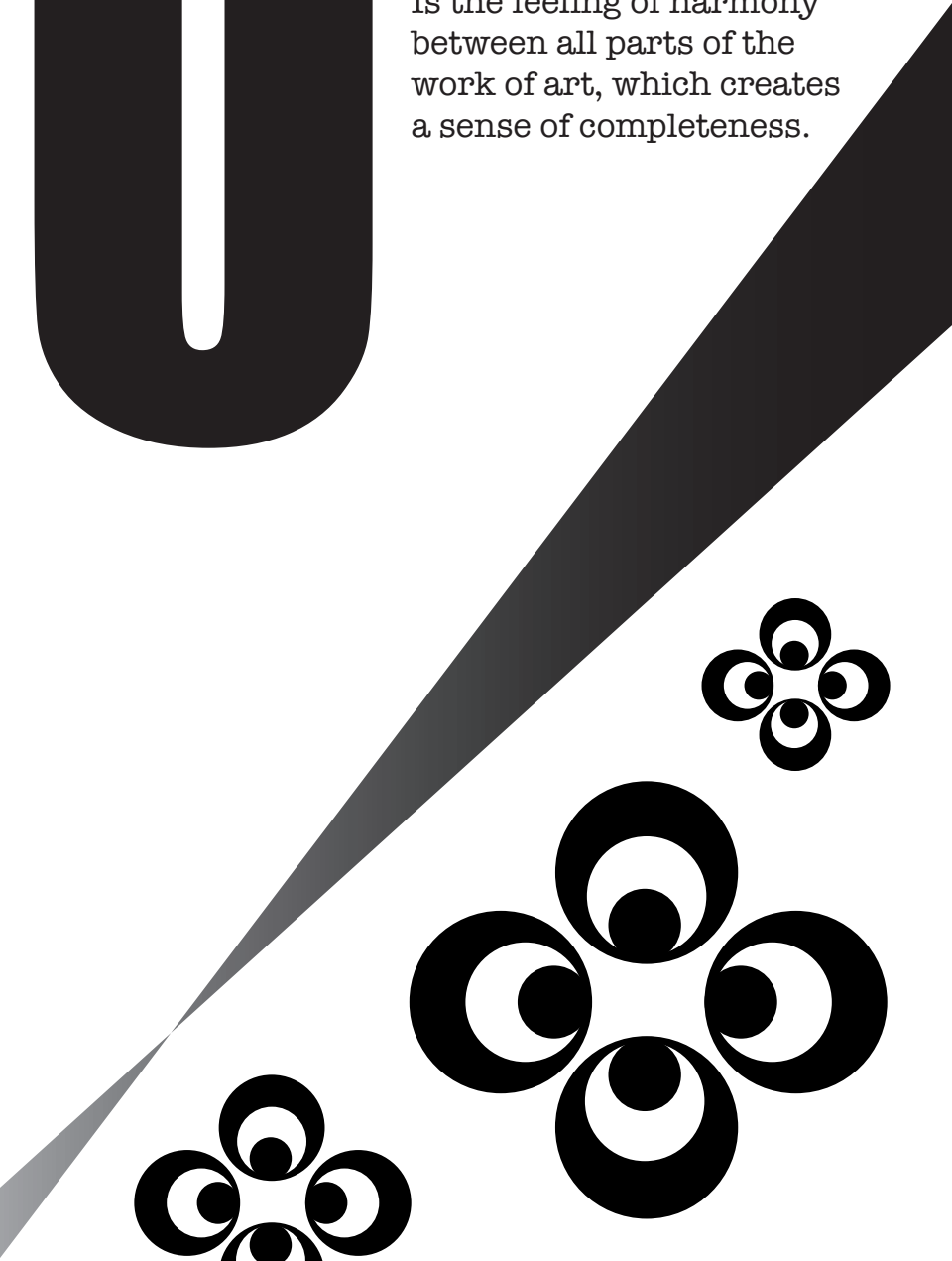
Avenir

Gill Sans

Helvetica

Myriad Pro

Roboto

U

is for Unity

Is the feeling of harmony
between all parts of the
work of art, which creates
a sense of completeness.

x-heght

x-heght -

x-heght -

The height of a
typeface's lowercase
letters (disregarding
ascenders and
descenders).

X is for x-height