

# ALIGNMENT

## ALIGNMENT

Alignment is the way that text is placed on the document in reference to its sides.



IS FOR

Bodoni is the name of the serif typefaces created  
by Giambattista Bodoni in the 18th century

IS FOR

B

Bodoni

*Bodoni*

*Bodoni*

**Bodoni**

**Bodoni**

***Bodoni***

Bodoni

*Bodoni*

Bodoni

**Bodoni**

CONSISTENCY

CONSISTENCY

CONSISTENCY

C IS FOR

CONSISTENCY

CONSISTENCY

CONSISTENCY

A descender is a portion of a letter that extends below the baseline





# Emphasis

Emphasis is the strengthening of words in a text to highlight or bring attention to it.



# E

IS FOR

Font

*Family*

*Family*

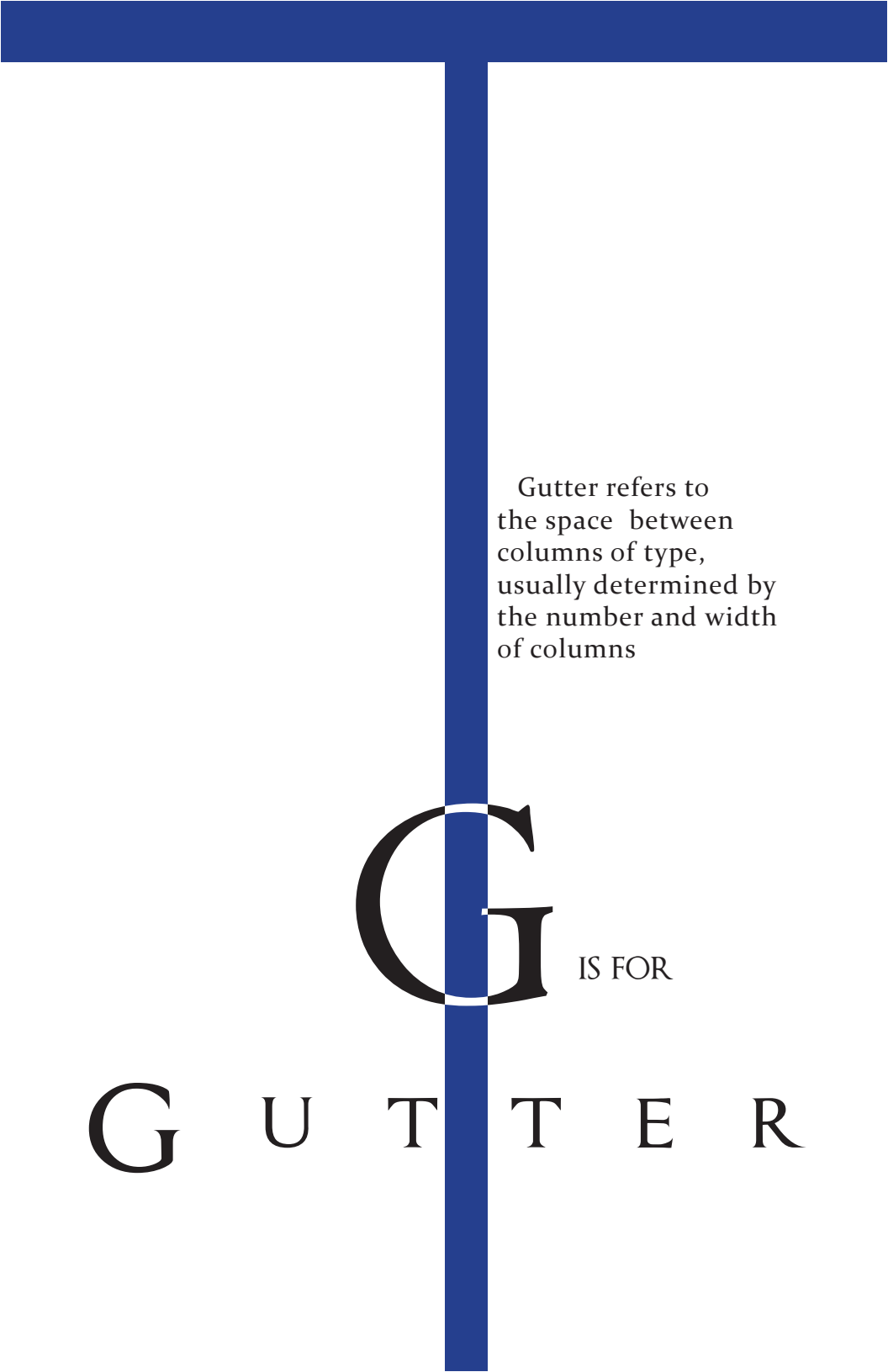
*Family*

*Family*

F

IS FOR

A font family is a group or set of related fonts.



Gutter refers to the space between columns of type, usually determined by the number and width of columns

G

IS FOR

G U T T E R

*Italics*

Italics are a method of  
emphasizing a specific  
key point in a text or  
document.

I

IS FOR



## Left Justify

Justification is where letter and word spacing is adjusted so that the text is consistently flush with both margins.

IS FOR  
J

## Center Justify

J  
U  
S  
T  
I  
F  
I  
E  
D

## Right Justify

# K E R N I N G



Kerning is the process of adjusting  
the spacing between characters.

**K** IS FOR



Leading is the distance/spacing between two lines of text.

G

N

I

D

A

E

L

IS FOR

L



# MARGINS

Margins are the area between the main content of a page and the page edges



# M

IS FOR

# MARGINS

# OPACITY

IS FOR

Opacity is the opaqueness of an object, and how  
transparent it

# PROXIMITY



P

IS FOR

Proximity is the process of having designs placed together to create a relationship between them.hh.

Symmetry occurs when  
a  
across  
central  
everything is mirrored  
axis.

IS FOR

S

SYMMETRY

UNITY  
UNITY  
UNITY

Unity is where it makes  
compositons of elements  
look like they belong  
together.

U

IS FOR