



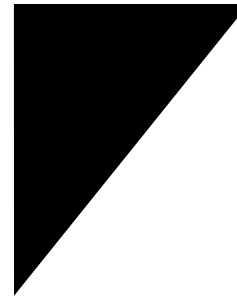
A  
is for

Ascender

In typography, an ascender is the portion of a minuscule letter in a Latin-derived alphabet that extends above the mean line of a font. That is, the part of a lower-case letter that is taller than the font's x-height.

Ascenders, together with descenders, increase the recognizability of words. For this reason, many situations that require high legibility such as road signs avoid using solely capital letters, the all-caps style.

h f k d i



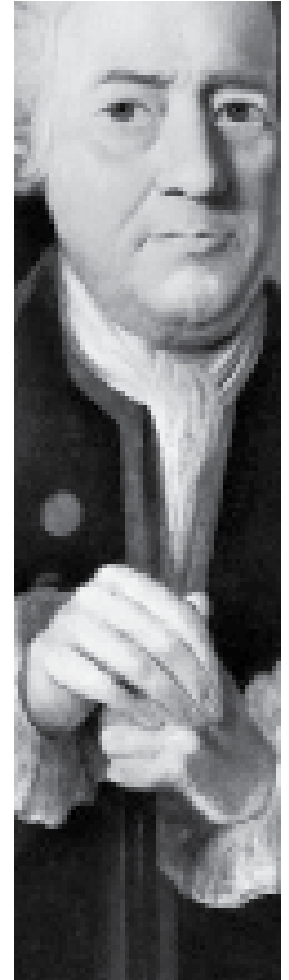
B

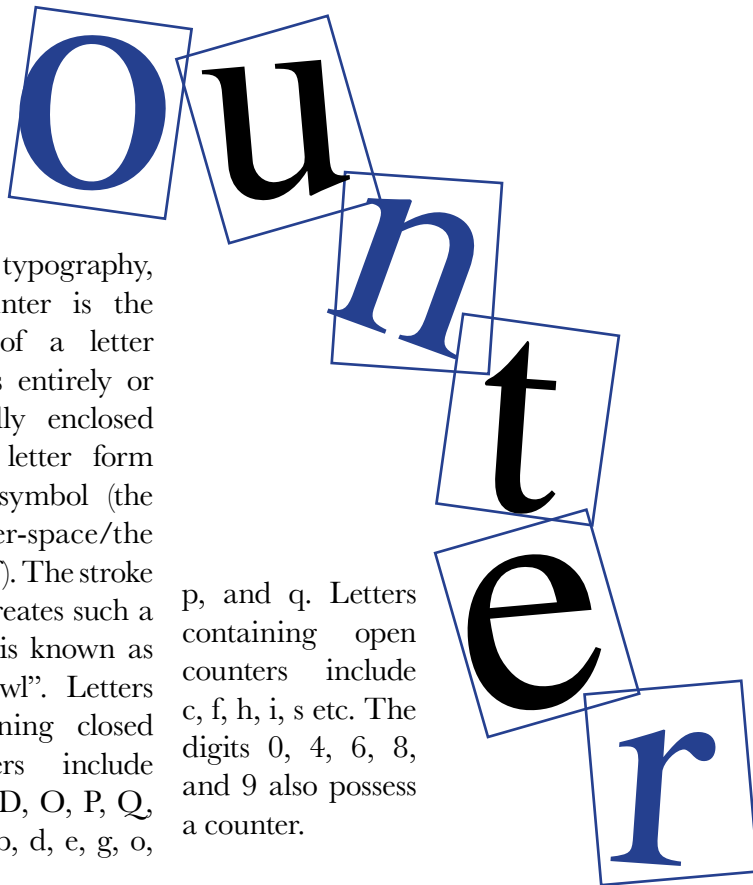
## Baskerville

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A display typeface is a typeface that is intended for use at large sizes for headings, rather than for extended passages of body text.

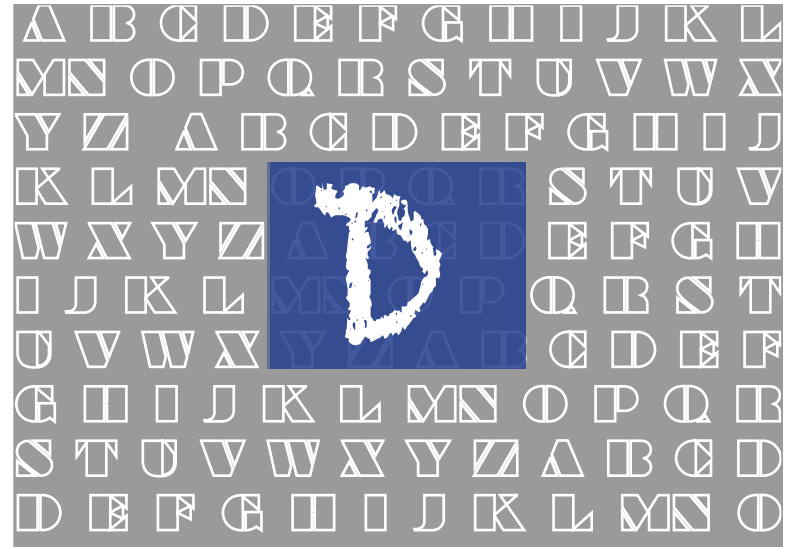
Display typefaces will often have more eccentric and variable designs than the simple, relatively restrained typefaces generally used for body text. They may take inspiration from other genres of lettering, such as handpainted signs, calligraphy or an aesthetic appropriate to their use, perhaps ornamented, exotic, abstracted or drawn in the style of a different writing system.





In typography, a counter is the area of a letter that is entirely or partially enclosed by a letter form or a symbol (the counter-space/the hole of). The stroke that creates such a space is known as a “bowl”. Letters containing closed counters include A, B, D, O, P, Q, R, a, b, d, e, g, o,

p, and q. Letters containing open counters include c, f, h, i, s etc. The digits 0, 4, 6, 8, and 9 also possess a counter.



## DISPLAY TYPEFACE

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They may take inspiration from other genres of lettering, such as handpainted signs, calligraphy or an aesthetic appropriate to their use, perhaps ornamented, exotic,

abstracted or drawn in the style of a different writing system. Several genres of font are particularly associated with display setting, such as slab serif, script font, reverse-contrast and to a lesser extent sans serif.

Walter Tracy defines display typefaces in the metal type sense as “sizes of type over 14 point” and in design that “text types when enlarged can be used for headings, display types, if reduced, cannot be used for text setting.”



ε

Ellipsis...

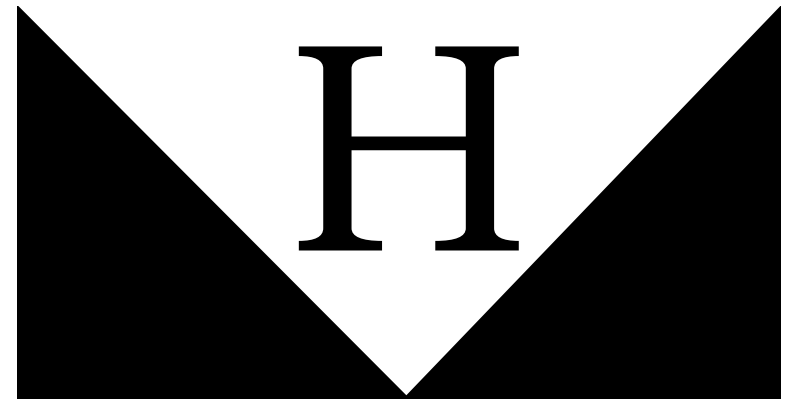
An ellipsis (plural ellipses; from the Ancient Greek: ἔλλειψις, élleipsis, 'omission' or 'falling short') is a series of dots (typically three, such as "...") that usually indicates an intentional omission of a word, sentence, or whole section from a text without altering its original meaning.

F is for  
font

A design for a set of characters. A font is the combination of typeface and other qualities, such as size, pitch, and spacing. For example, Times Roman is a typeface that defines the shape of each character.

Within Times Roman, however, there are many fonts to choose from — different sizes, italic, bold, and so on. (The term font is often used incorrectly as a synonym for typeface.)

G	is for grid	
<p>No book about typography would be complete without a discussion of the golden section, a ratio (relationship</p>		
<p>between two numbers) that has been used in Western art and architecture for more than two thousand years.</p>	<p>The formula for the golden section is <math>a : b = b : (a+b)</math>. This means that the smaller of two elements (such as the shorter side of a rectangle) relates</p>	
	<p>to the larger element in the same way that the larger element relates to the two parts combined.</p>	



is for Hierarchy

Visual hierarchy is a method of organizing design elements in order of importance. In other words, it's a set of principles that influence the order in which we notice what we see.

These golden rules help us compose designs that are aesthetically pleasing and attract the right attention. Utilizing certain hierarchy principles can help even non-designers create successful visual presentations that are both efficient and effective.



is for *Italics*

**W**hile roman typefaces are upright, italic typefaces slant to the right. But rather than being just a slanted or tilted version of the roman face, a true or pure italic font is drawn from scratch and has unique features not found in the roman face.

**M**ost word processing and desktop publishing programs have an option to turn a roman font into italic. If a matching italic version is installed, this may work fine. However, if an italic version is not available, some programs will create fake italics by simply slanting the roman typeface.

# J

A common type of text alignment in print media is "justification", where the spaces between words and between glyphs or letters are stretched or compressed in order to align both the left and right ends of consecutive lines of text.

When using justification, it is customary to treat the last line of a paragraph separately by simply left or right aligning it, depending on the language direction.

## Justify

Some modern typesetting programs offer four justification options: left justify, right justify, center justify and full justify. These variants respectively specify whether the full lines of a paragraph are aligned on the left or the right, centered (edges not aligned), or fully justified (spread over the whole column width).

In programs that do not offer multiple kinds of justification, typically only left (for left-to-right languages) or right (for right-to-left languages) justification is provided.

# K

# Kerning

In typography, kerning is the process of adjusting the spacing between characters in a proportional font, usually to achieve a visually pleasing result.

Kerning adjusts the space between individual letter forms, while tracking (letter-spacing) adjusts spacing uniformly over a range of characters.[1]

In a well-kerned font, the two-dimensional blank spaces between each pair of characters all have a visually similar area.

A margin is a space separating text or other elements from the edge of the paper commonly adjusted through the page setup.

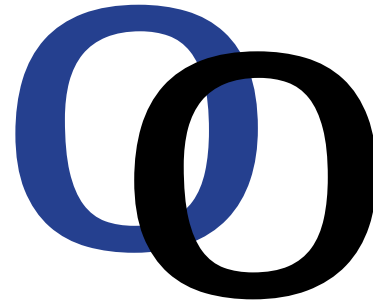
# M

# Marging

Most programs allow for the top, bottom, left, and right margins to be set. The standard margin settings are 1" top and bottom and 1.25" left and right.



The definition of leading is: the distance between two baselines of lines of type. The word 'leading' originates from the strips of lead hand-typesetters used to use to space out lines of text evenly. The word leading has stuck, but essentially it's a typographer's term for line spacing.



## OLD TYPEFACE



Old style typefaces are an important component of every good typeface library. Originally created between the late 15th and mid-18th centuries, these early roman types are characterized by curved strokes whose axis inclines to the left, and little contrast between thick and thins. Serifs are almost always bracketed in old style designs, and head serifs are often angled. The lowercase "e" in some versions features a diagonal cross stroke.



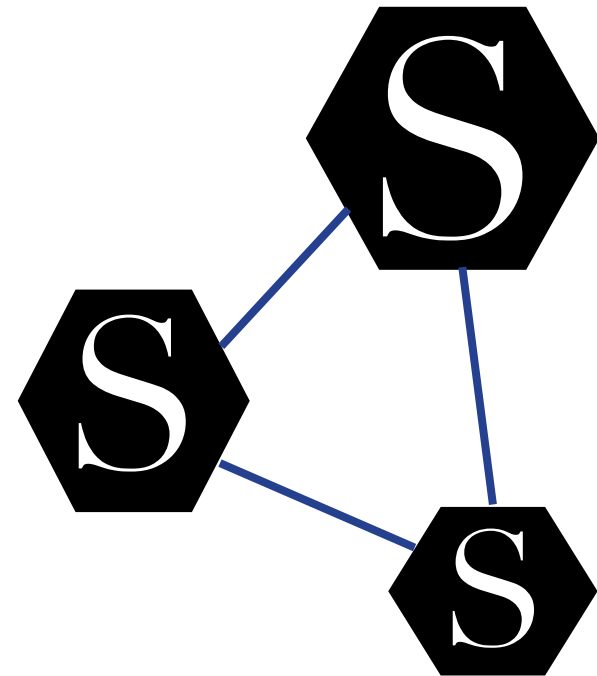


R

## REPETITION

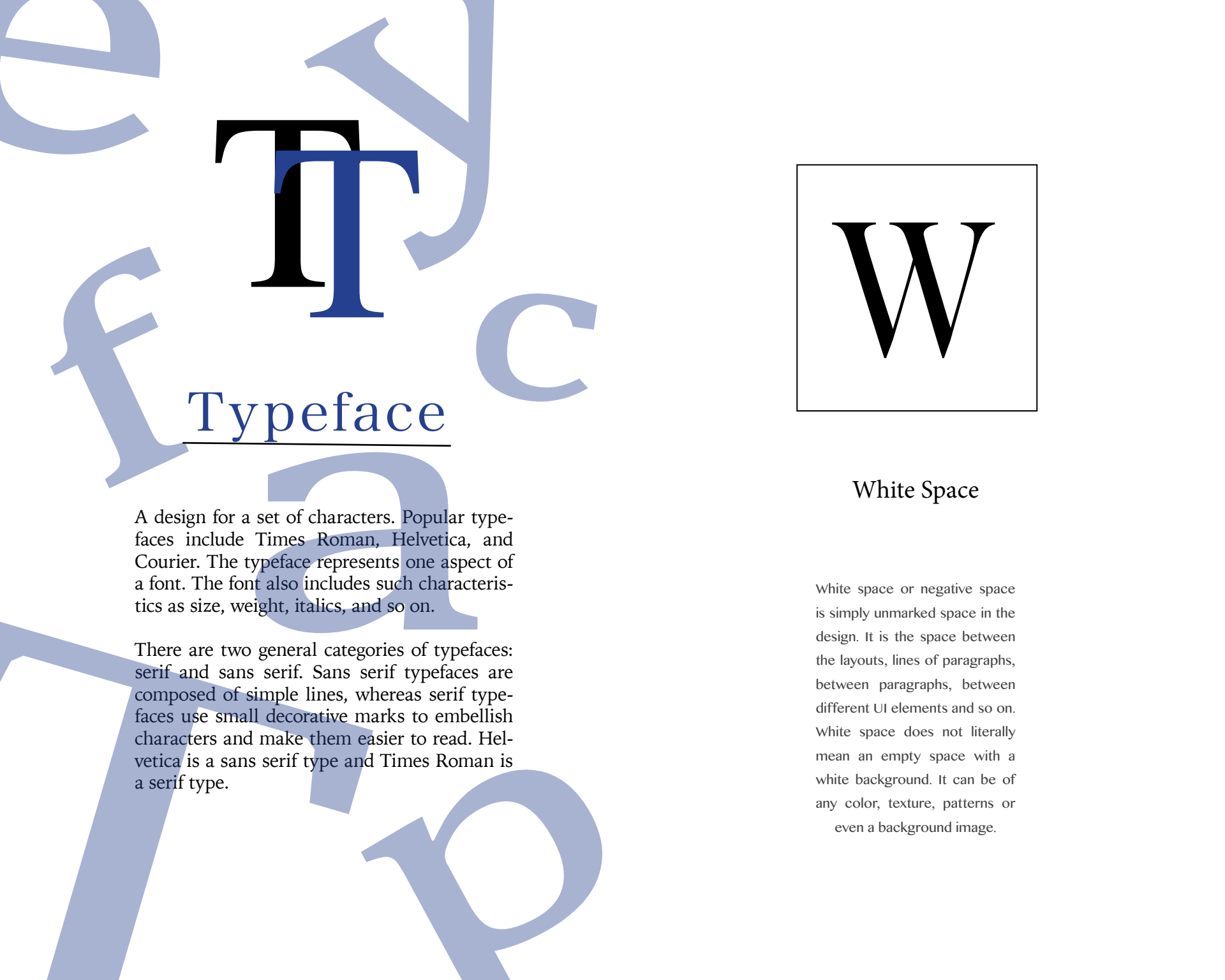
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The use of similar or connected pictorial elements. For example, similar shapes, colours or lines that are used more than once.



A font is often measured in pt (points). Points dictate the height of the lettering. There are approximately 72 (72.272) points in one inch or 2.54 cm. For example, the font size 72 would be about one inch tall, and 36 would be about a half of an inch.

is for Size



**T**  
**T**

## Typeface

A design for a set of characters. Popular typefaces include Times Roman, Helvetica, and Courier. The typeface represents one aspect of a font. The font also includes such characteristics as size, weight, italics, and so on.

There are two general categories of typefaces: serif and sans serif. Sans serif typefaces are composed of simple lines, whereas serif typefaces use small decorative marks to embellish characters and make them easier to read. Helvetica is a sans serif type and Times Roman is a serif type.



## White Space

White space or negative space is simply unmarked space in the design. It is the space between the layouts, lines of paragraphs, between paragraphs, between different UI elements and so on. White space does not literally mean an empty space with a white background. It can be of any color, texture, patterns or even a background image.

