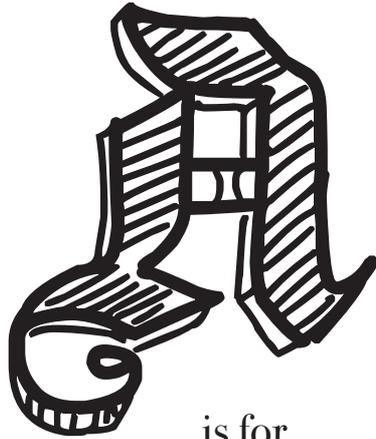


ABC Book

This is a book all about typography (or atleast the basics)! Things that will be included in this book is fonts , ranging from Bodoni , Garamond , Design Principles , Gestal Principles, and e.t.c!



is for

Alignment

Alignment is a term used to describe how text is placed on screen. There is Left, Tab, Center, and Right-aligned.

Em expel ent, ea nosanditium ipsunt
ipsamus netures ex et, eicimusae
nobis nit qui vel ent vitatur? Ostis
dolumquiam iunt, conseqe nimus, ut
officitinum ut as ut vercipis aectat eum
in commolenimi, cusaperor assite rera
nihil id mosantis seribus.
Iquae sit id ma dolorpos aut
amendendendi apedis nonsenis as nam
facest, audionsecus ut molor alitem.
Nam, am

Aligned Left

Sam faceatur? Tusandes
vellend essita que num
nos as dolorat labo. Non
nata simus volerioratio
est esenecesto quo venis
doloriam, aut eici officii
aspicimi, voluptas dolore
quas rem intis di nam esci
tem harcia et et as aces
eum num

Aligned Right



is for

Bodoni

Bodoni is the name given to the serif typefaces first designed by Giambattista Bodoni in the late eighteenth century and frequently revived since. Bodoni's typefaces are classified as Didone or modern.



CON TRAST

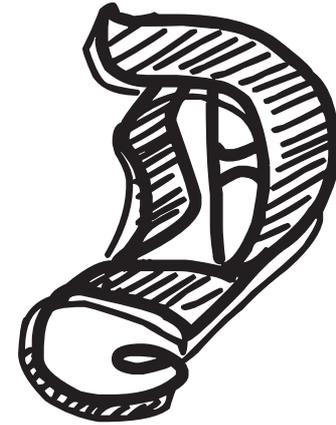


is for

Contrast

Simply put it is the grouping of two typographical elements, then using different methods of traditional design to create contrast. The contrast places emphasis on the important

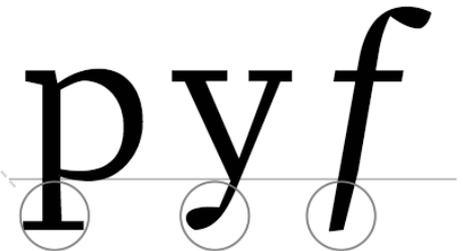
element of type, letting the secondary element command less attention. The result is an improvement in the communication of the overall design message.



is for

Descender

A descender is the portion of a letter that extends below the baseline of a font. The line that descenders reach down to is known as the beard line. For example, in the letter y, the descender is the “tail”, or that portion of the diagonal line which lies below the v created by the two lines converging.



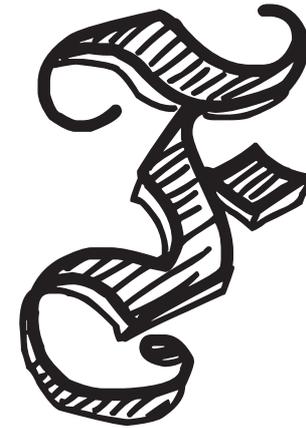


Emphasis

Emphasis is a strategy that aims to **draw the viewer's attention** to a specific design element. That could be to an area of content,

to an image, to a link, or to a button, etc. We see emphasis used in most fields of design, including architecture, landscape design, and fashion design. Emphasis surrounds us, even if you might not realize that it's

called "**emphasis**". However, we are sure that you can recall some of these "emphasized" elements without **too** much effort!



Font Family

A font family is a set of fonts that have a common design. Fonts within a family, however, differ from each other in style

such as the weight (light, normal, bold, semi-bold, etc.) And the slant (roman or upright, italic and oblique). An example of a font family

is Times New Roman, which consists of a roman, italic, bold and bold italic version of the same typeface.

SHOCKER!
DAILY NEWSPAPER
Many Outrageous Headlines
Unvarnished truth
But quite possibly very well waxed & polished

G

is for

Garamond

Garamond is a group of old-style serif typefaces, named for sixteenth-century Parisian engraver Claude Garamond (generally

----- spelled as Garamont in his lifetime).

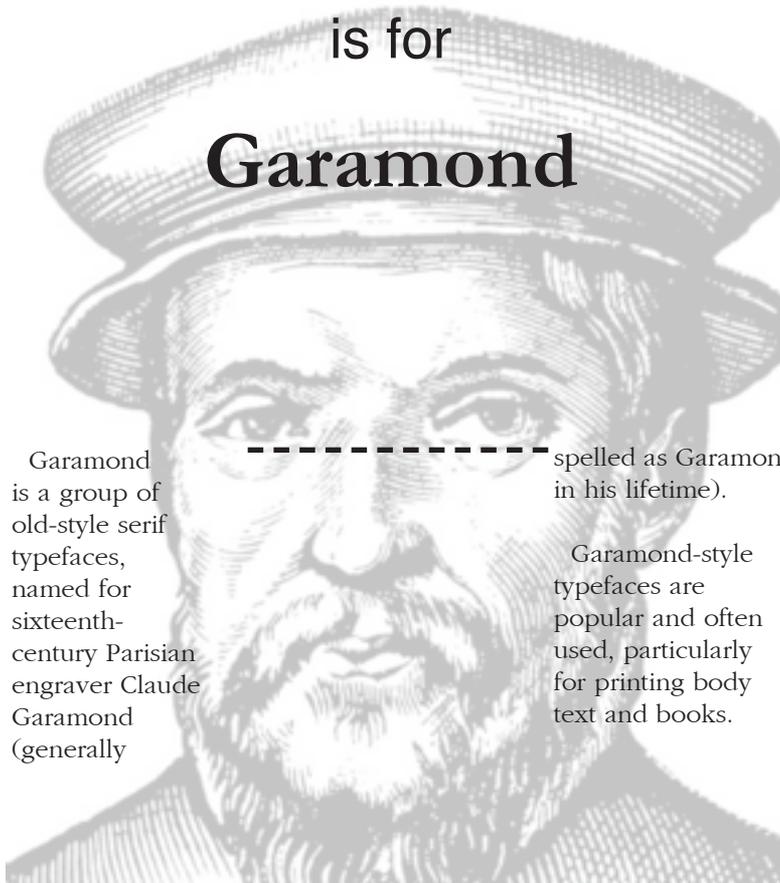
Garamond-style typefaces are popular and often used, particularly for printing body text and books.

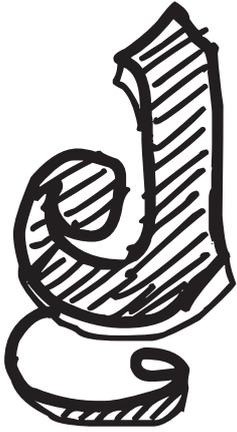
H

is for

Helvetica

Helvetica or Neue Haas Grotesk is a widely used sans-serif typeface developed in 1957 by Swiss typeface designer Max Miedinger with input from Eduard Hoffmann.



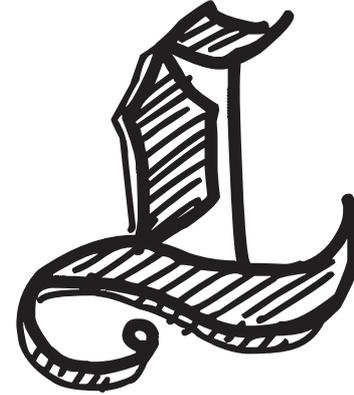


Justified

Justified text is spaced so the left and right sides of the text block both have a straight edge. The usual alternative to justified text is left-aligned text, which has a straight left edge and an uneven right edge.

Justification gives text a cleaner, more formal look.

Natioremo imaginatur, officite mporrun temporestium in conectur? Piciendebit odistia doluptatet minciis utat elest ullento eos voluptatur aut volupta eroreru ptiistis mi, nissi ut omni con recusdam que non prate non nimincto distist, sequod ullabor am elicabor sunt est officia spelitios consequi sam verorum rest, connimu sdant. Bitiore eos nis exerumquid qui cuptas erum que diciis aut pa seni dolorundaes dolupta quatibus. Facium, nistis assimos inctium apicid quisquiae officae perio. Ut re,



Leading

Leading is a typography term that describes the distance between each line of text. It is pronounced ledding (like “sledding” without the “s”). The name comes from a time when typesetting was done by hand and pieces of lead were used to separate the lines.

Today, leading is often used synonymously with “line height” or “line



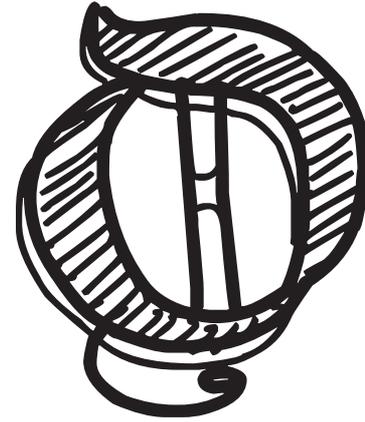
spacing.” Sometimes the terms have the same meaning, while in some applications, the implementation is different. Font leading is a setting commonly found in graphic design programs, while word processors typically use line spacing. Leading is typically measured in pixels, while line spacing is measured as a ratio of the default line height.



is for

Movement

Definition of Movement: is the path the viewer's eye takes through the artwork, often to a focal area. It can be directed along lines, edges, shapes and color.



is for

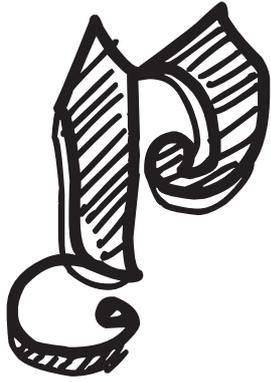
Old Style

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.

Movement Examples

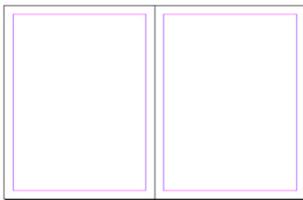




is for

Pasteboard

Every InDesign spread includes its own pasteboard, which is an area outside a page where you can store objects that aren't yet positioned on a page. Each spread's pasteboard provides space to accommodate objects that bleed, or extend past the edge of a page.



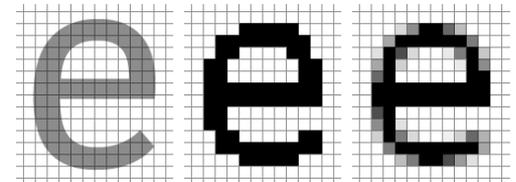
Pasteboard

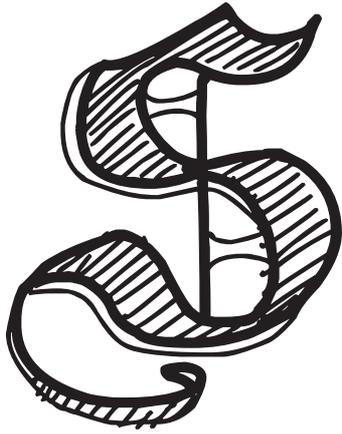


is for

Rasterization

Rasterization is when you convert an image from vector to raster (pixels or dots).

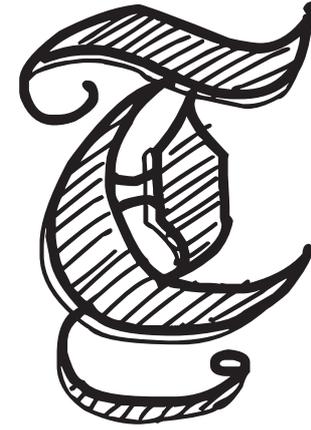




is for

Serif

Small stroke at the beginning or end of main strokes of a letter



is for

Tracking

Tracking is : Spacing added to or removed from groups of letters outside the original spacing and kerning specified within a font file



Tracking

Tracking

T r a c k i n g



is for

Weight



is for

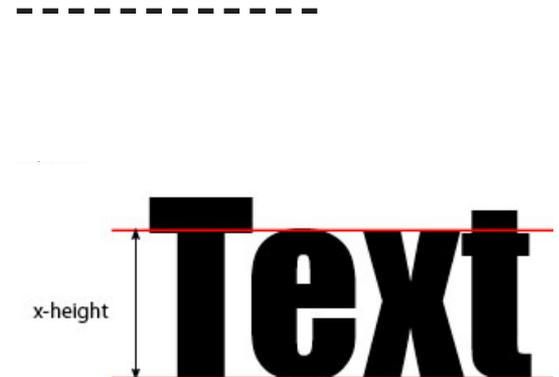
X-height



example

Weight refers to the heaviness of a typeface, independent of its size; can refer to a style within a font family (Thin or Regular).

Height of the lowercase 'x' which is used as a guideline for the height of unextended lowercase letters.



Typography

ABC

Gestal

Principle

Design

Principle

Beginners