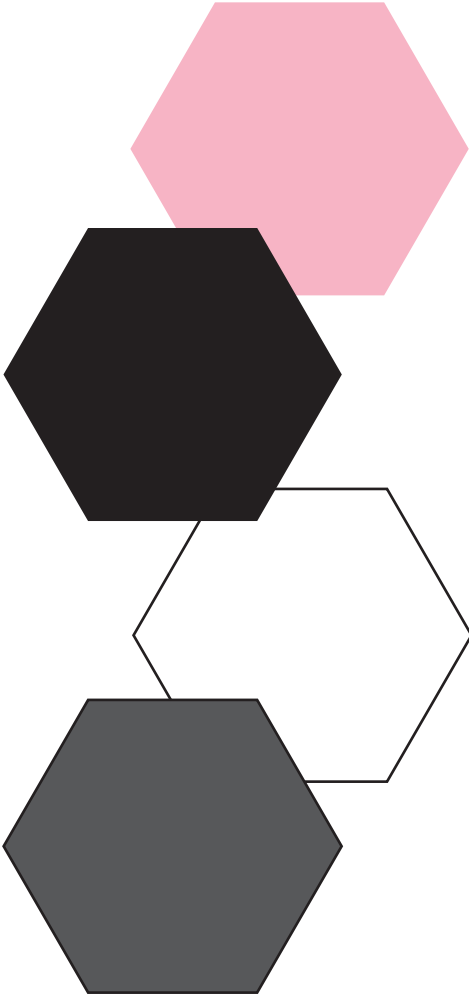
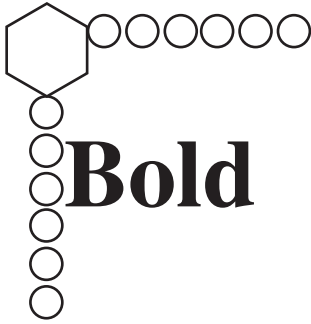


A Graphic Design
Principles
Manual



B

is for



Bold

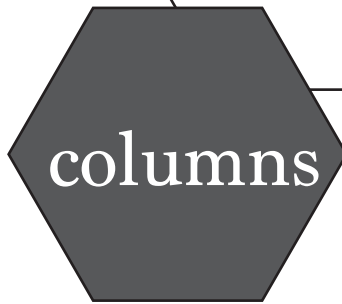
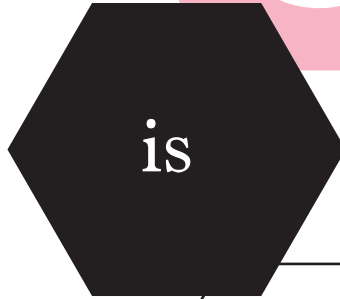
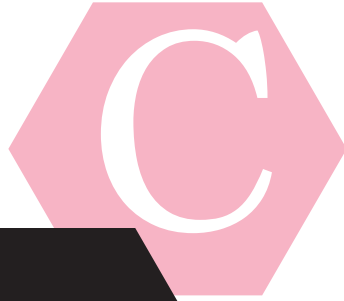
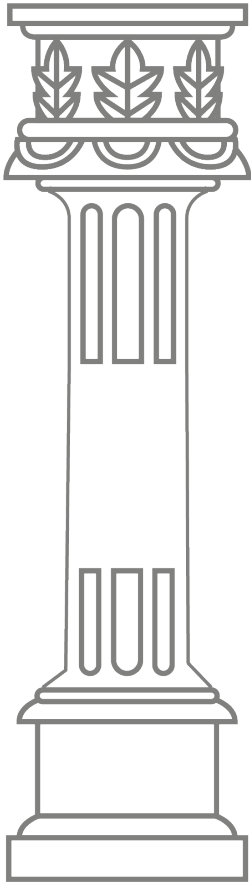
Bold

Bold

Bold

Bold

Bold



In typography, a column is one or more vertical blocks of content positioned on a page, separated by gutters (vertical

whitespace) or rules (thin lines, in this case vertical). Columns are most commonly used to break up large bodies of text that

cannot fit in a single block of text on a page.



EMPHASIS



Bodoni



F
is for
fonts

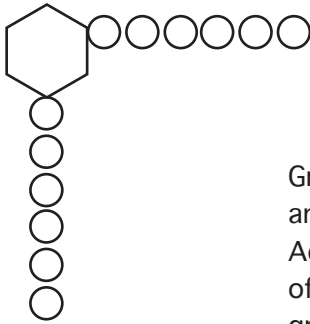
A font is the combination of typeface and other qualities, such as size, pitch, and spacing. For example, Times Roman is a typeface that defines the shape of each character. Within Times Roman, however, there are many fonts to choose from -- different sizes, italic, bold, and so on.



Chivo

G

is for



Grid:

Grids make it easier to space and align content in a document. Adobe InDesign uses two types of non-printing grids. Baseline grids display vertical lines similar to those found on ruled notebook paper. Document grids display a subdivided grid into small boxes similar to the grids found on graphing paper. Both of these grid types can be adjusted from the Preferences menu.

H is for



Highlight

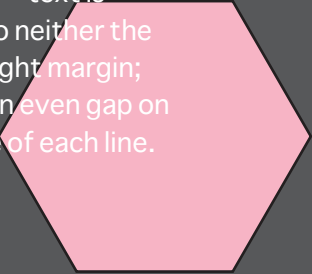


J

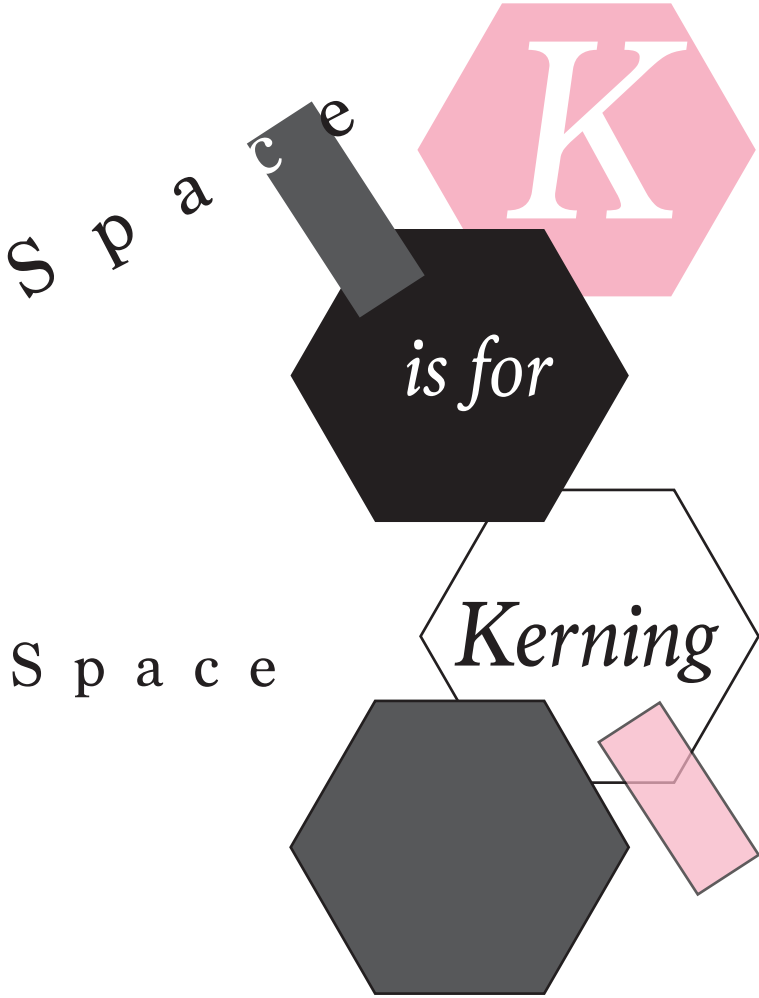


is for
Justify

justified—text is aligned along the left margin, and letter- and word-spacing is adjusted so that the text falls flush with both margins, also known as fully justified or full justification;

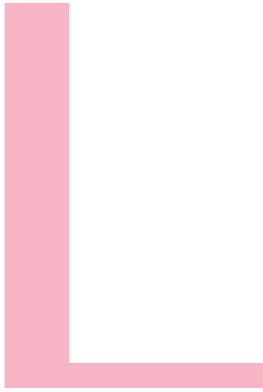


centered—text is aligned to neither the left nor right margin; there is an even gap on each side of each line.

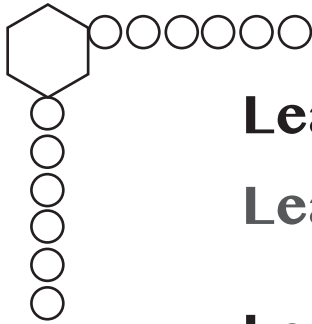


S p a c e

The space between **l e t t e r s**



is for



Leading Leading

Leading Leading

Leading Leading

Leading Leading

**-the distance between two baselines of
lines of type.**



P Paragraph Styles

is for

consequis adis et estem et et aut as doluptatem que vero tem
imet aut facit harcias aliquam, ut aut eum ni velisque incte
que volorem quos accab inctur a ipsum fugitatibus mos volor
alis ad ut minctionem restius.

Num et, et liquas ad quibus et omnia int quis natur, volessi
nvenis idem qui repe et labo. Nam niet odi officto que pore
dic tempelluptat undant, omni rest voloris cus, quaten vid et

R

Registration

Registration

Registration

is for



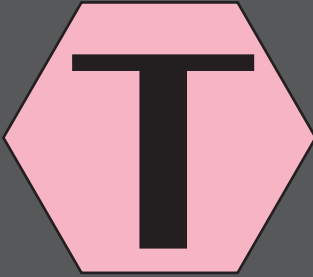
Registration

Registration is the Alignment of colors when
printing

Registration



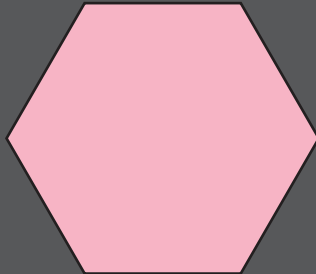
a style of type without serifs

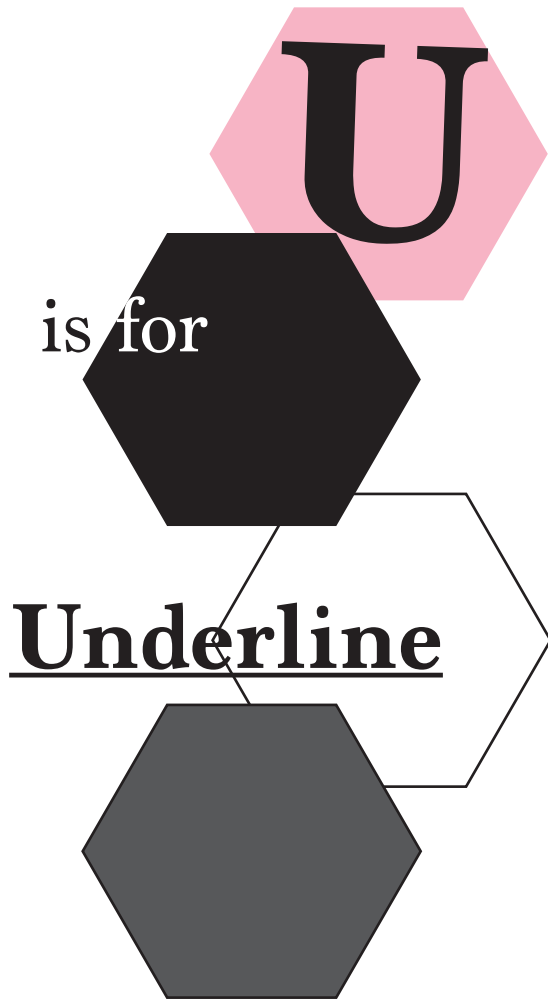


is for

Typeface

In typography, a typeface (also known as font family) is a set of one or more fonts each composed of glyphs that share common design features. Each font of a typeface has a specific weight, style, condensation, width, slant, italicization, ornamentation, and designer or foundry (and formerly size, in metal fonts).





To draw a line under (a word or phrase) to give emphasis or indicate special type.

W

is for



Whitespace

Whitespace, many times referred to as negative space, is the portion of a page left unmarked, the portion that is left blank, or (as Mark would quote) the empty space in a page. In web design terms, it's the space between graphics, columns, images, text, margins and other elements.