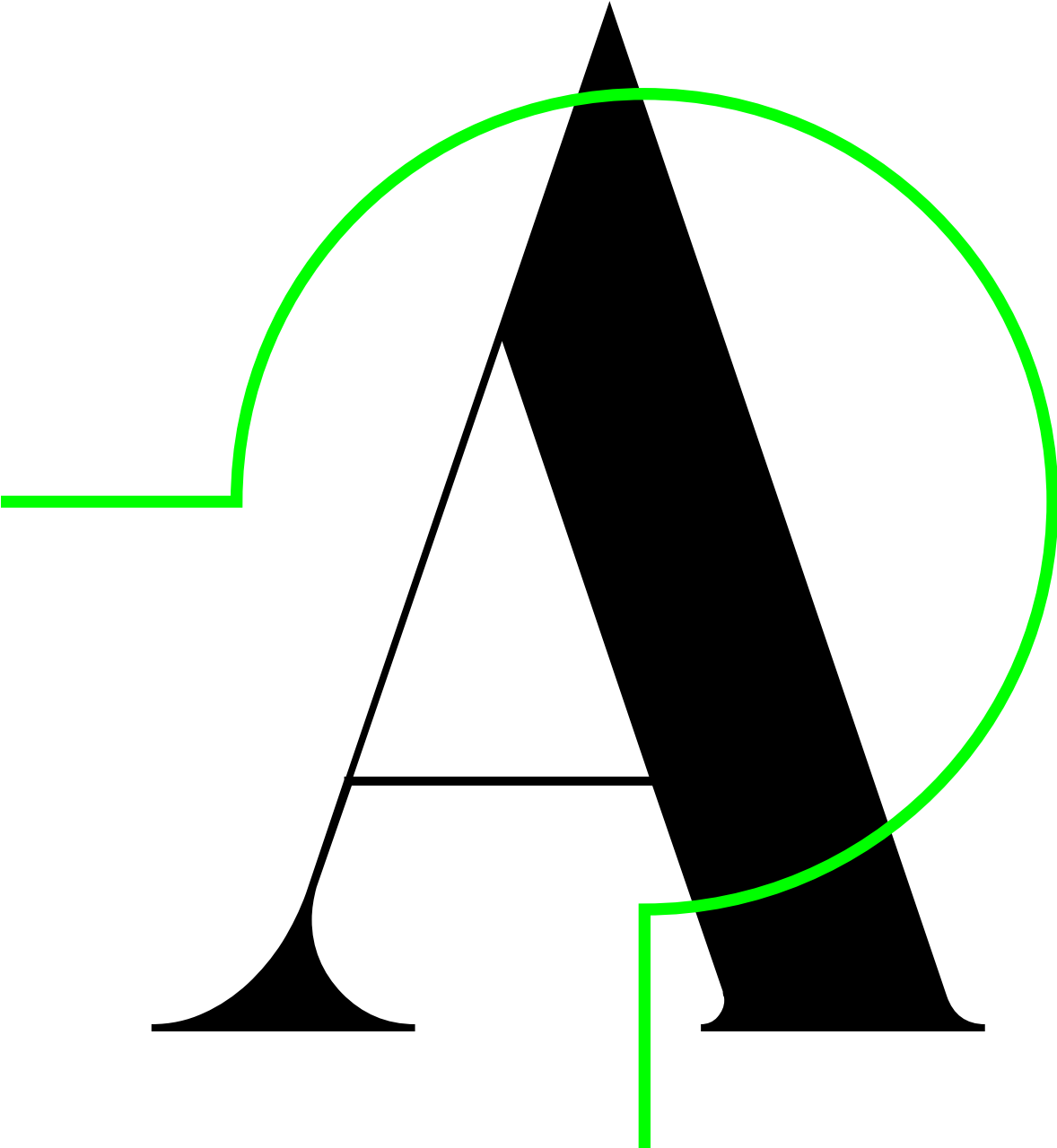


TYPOGRAPHY



THEORY

PRACTICE

DESIGN

01 //
TYPE, the
VERNACULAR



Naming Right

THEORY

**Typography
is the
visual component
of the
written word.**

Let's look
at 20 of the
most essential
typography
terms.

01 - TYPOGRAPHY

Typography is the art and/or technique behind arranging type, where type means the letters and characters that you see in printed material (whether that's offline or online) and a font would be something like Helvetica.

Without effective typography, design fails to communicate its central message.



02 - FONTS

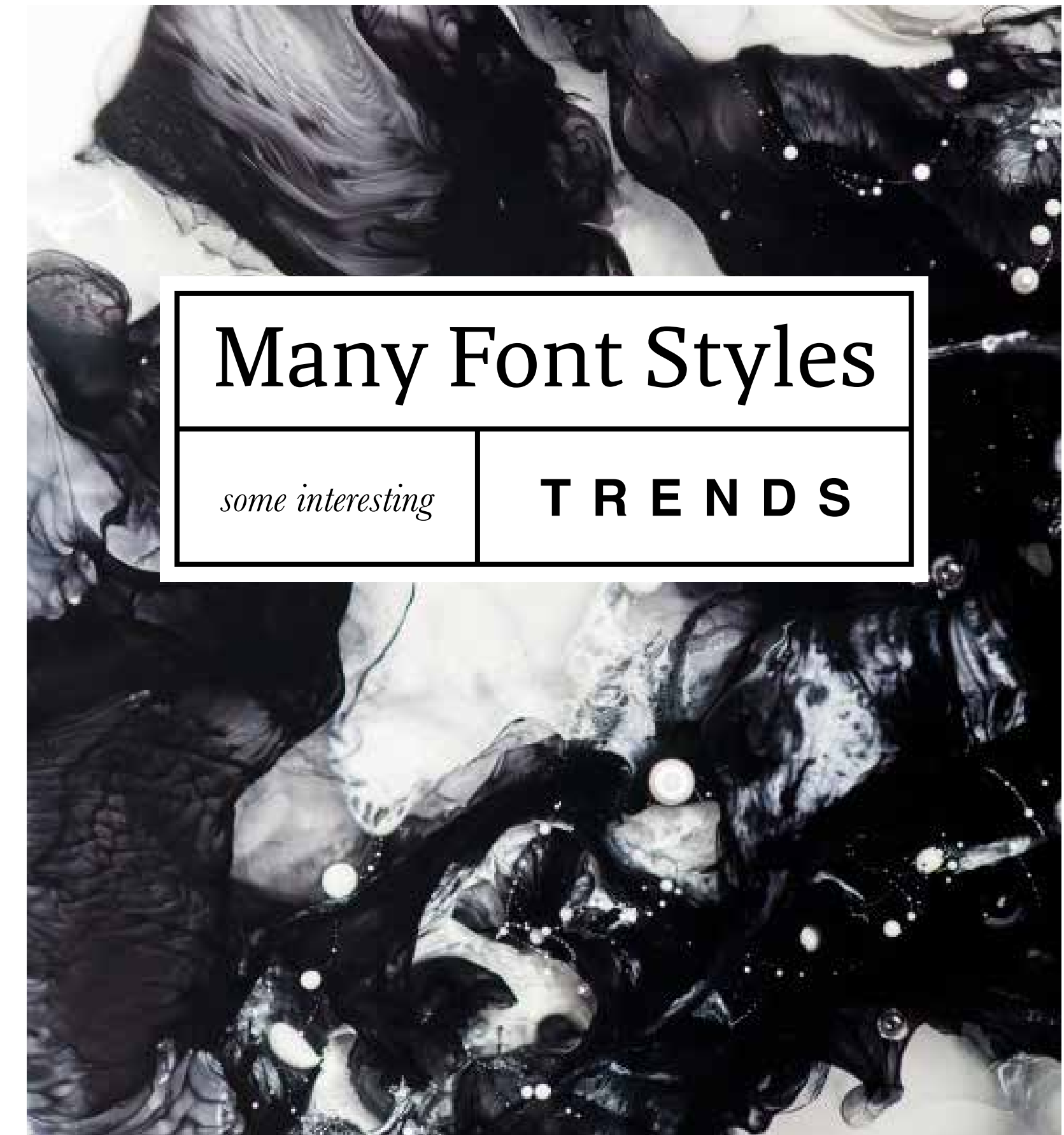
A font is group of characters to be printed or displayed in a certain size and style. These characters include letters, numbers, punctuation and additional symbols (glyphs).

Fonts present the following characteristics:

Font style: the indication of the spacing between the characters in a font, whether italic, oblique, etc.

Font weight: the thickness of the characters' strokes within a font.

Font size: the number of points or pixels (digitally) of a font, representing its height.



03 - FONT FAMILY

Font families are the set of fonts that have the same basic qualities in their design, yet their sizes, styles, and weights can vary.

If we take Helvetica we can easily call it a font family: Helvetica Light, Helvetica Narrow, Helvetica Rounded, etc.

Another term for font family is **typeface**.



04 - STROKE

The stroke is one of the lines that shapes any given letter. It can be straight or curved; if the former, it will be horizontal, vertical or diagonal; if the latter, it will be closed or open.

For example, in the lowercase “k,” there are three strokes, both vertical and diagonal.

On the other hand, in the lowercase “c,” the stroke is obviously curved.

STROKES CAN HAVE DIFFERENT WIDTHS. FOR INSTANCE, IF A STROKE IN A LETTER IS THINNER ON THE TOP AND BOTTOM VERSUS THE SIDES, IT’S SAID TO HAVE A VERTICAL STRESS. THE NAMESAKE FOR THIS TERM COMES FROM THE STROKES THAT PEOPLE HAD TO MANUALLY APPLY WHEN PUTTING PEN TO PAPER—LONG BEFORE THE DAYS OF DIGITAL TYPEFACES.

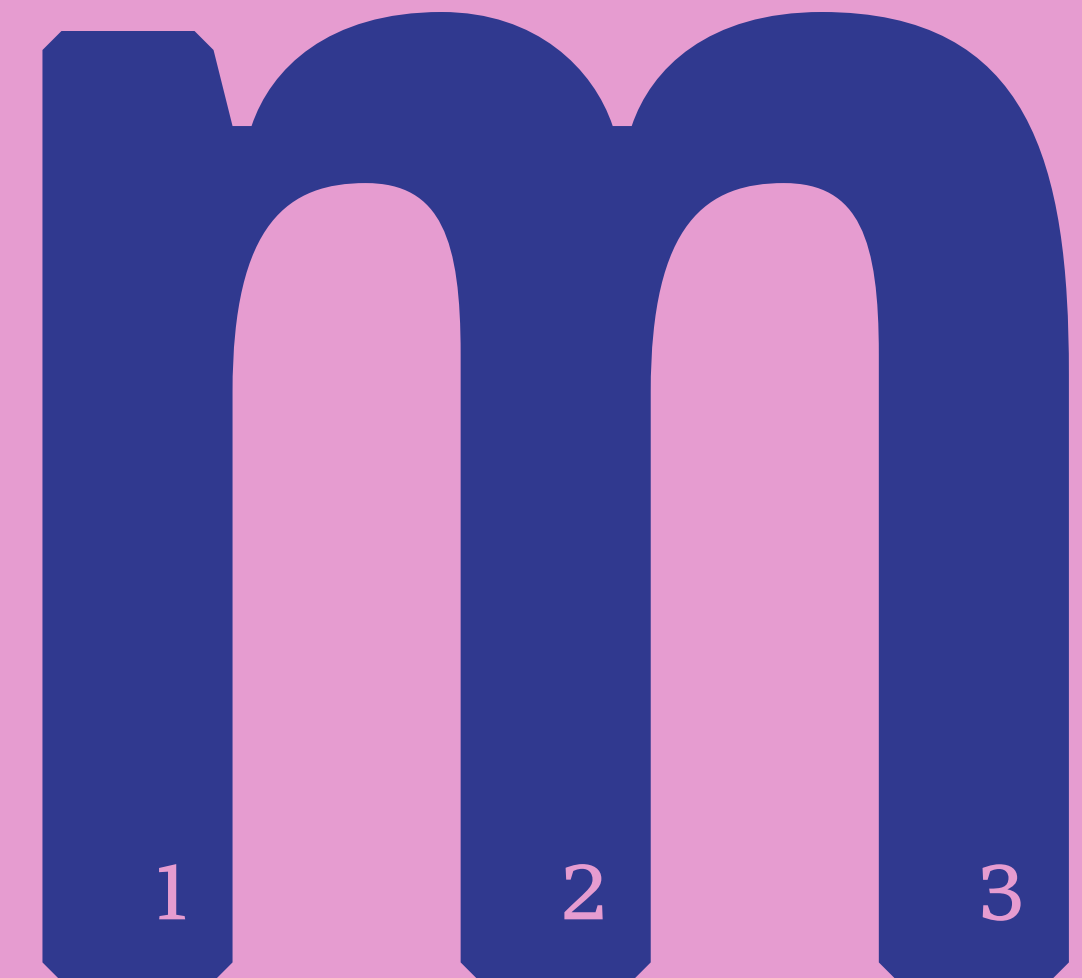


05 - STEM

The stem is a type of stroke, the basic unit of the parts of a character.

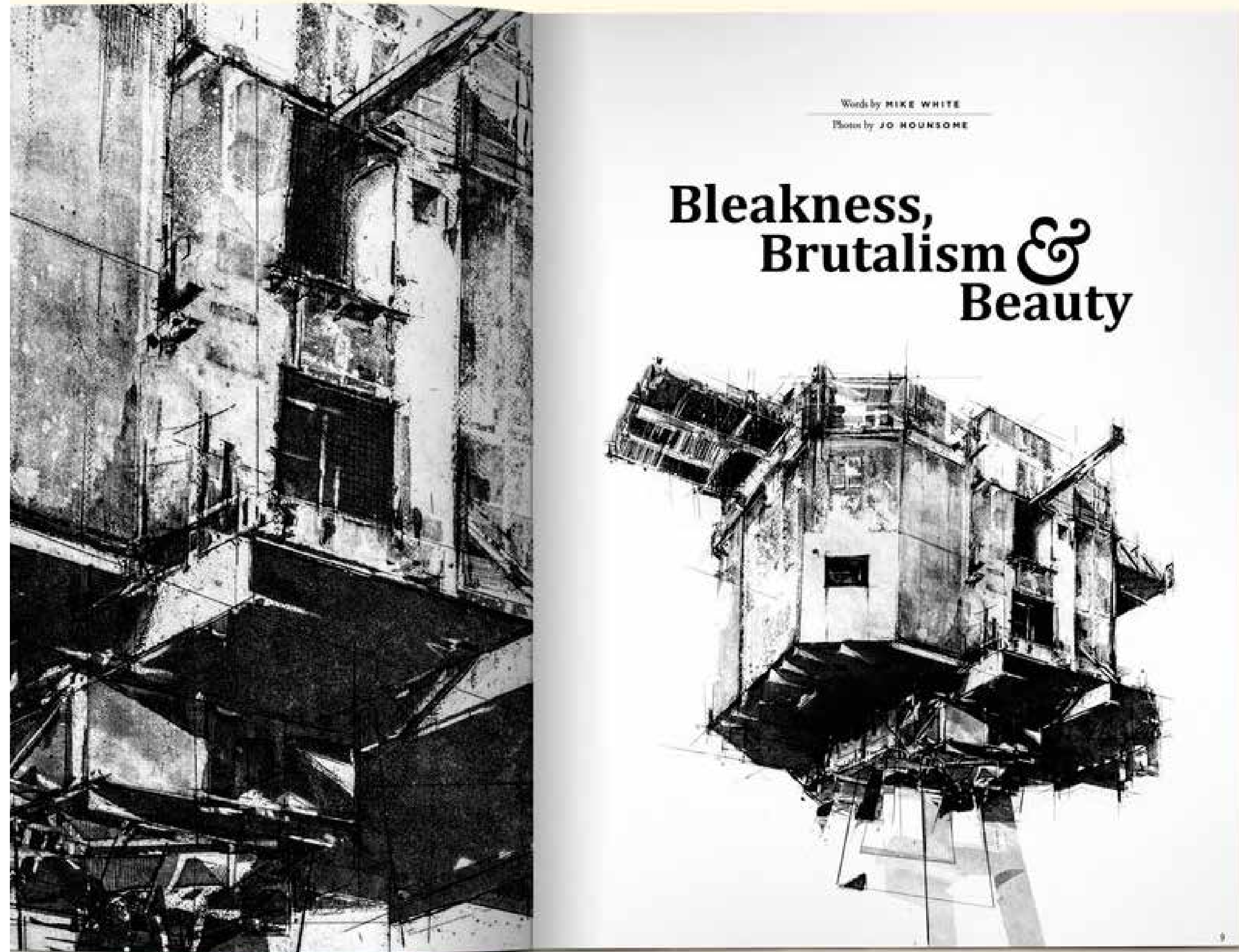
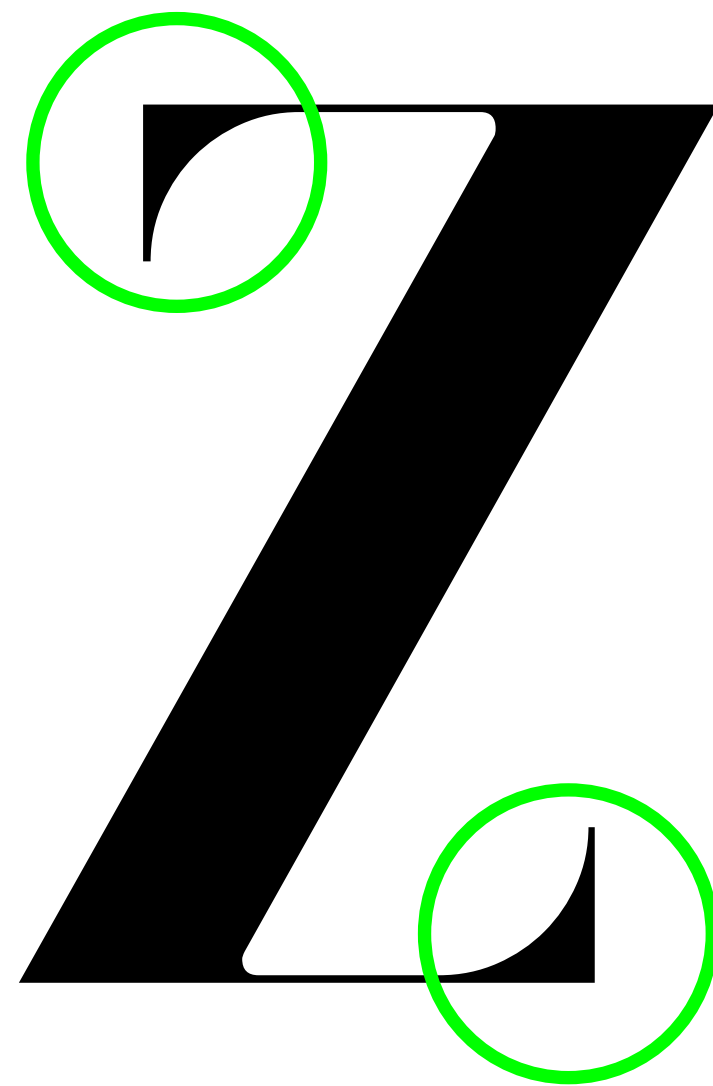
The stem is usually the main and vertical stroke in a letter.

For example, in the lowercase “m,” there are three stems—all of which are running vertically.



06 - SERIF

Serif is a reference to the tiny feet or lines connected to the ends of strokes in letters or symbols.



07 - SANS SERIF

Sans serif is the opposite of serif. In French “sans” means “without,” - hence serifs lack the aforementioned feet or lines at the end of the strokes in its letters or symbols.

In this way, a sans serif is less ornamental, more straightforward, and simpler than a serif font.

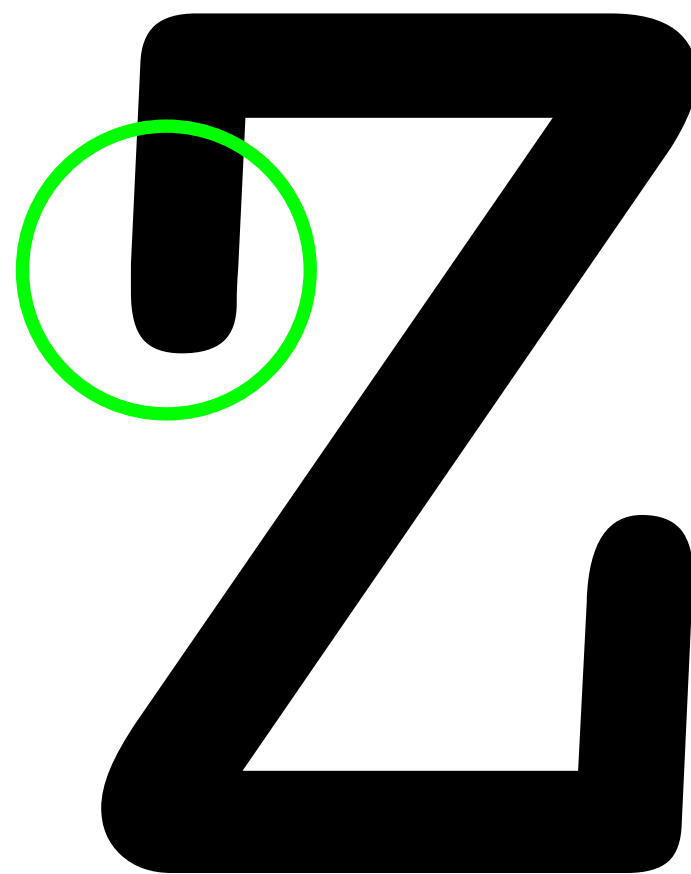
Z



08 - SLAB SERIF

Slabs are fonts that have very thick serifs at the ends of each letter's strokes (a slab is a very geometric, thick surface).

These typefaces were very popular back in the 19th century, as they were invented.



HISTORICALLY, THESE WERE UTILIZED MAINLY IN TYPEWRITERS. THE SLAB SERIF LEGACY IS ALIVE TODAY WITH LOTS OF MONOSPACED TEXT FONTS.



09 - SCRIPT TYPEFACE

Script font families resemble handwriting. Scripts tend to have fluid strokes of cursive.

Scripts today are scalable, which means the letters in scripts are automatically strung together when they're used for digital printing.

Scripts fall into two categories:

Casual scripts: These resemble ordinary handwriting of an informal nature.

Formal scripts: These look like the handwriting straight out of 16th and 17th centuries, with more ornate designs.



10 - BLACK LETTER

Blackletter is a script that was very popular in Western Europe from the 12th to the 17th centuries. Also known by other names like Gothic Script, Textura, and Gothic Miniscule, Blackletter is characterized by varying thin and thick strokes, as well as the ornate swirls evident on its serifs.

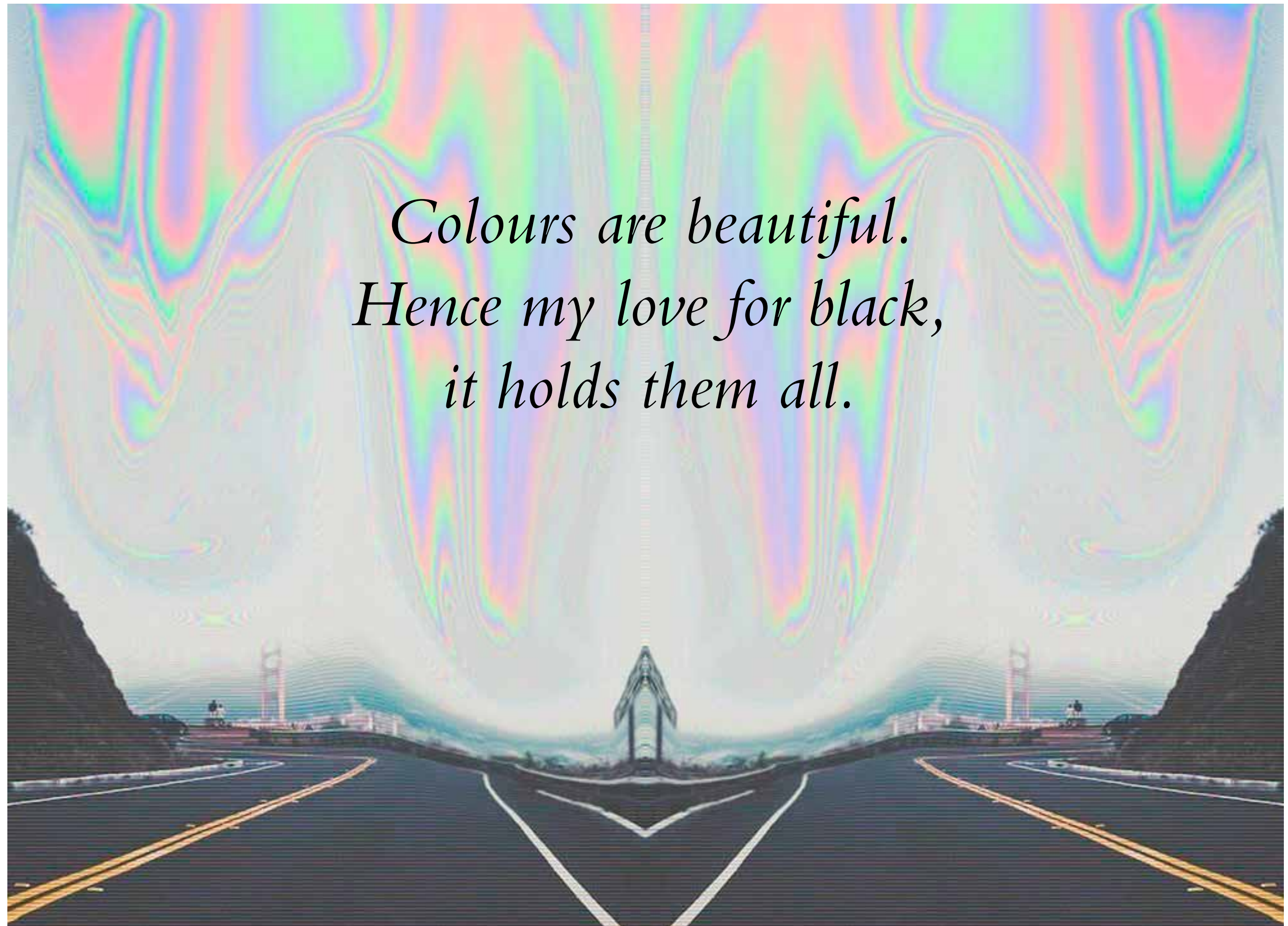
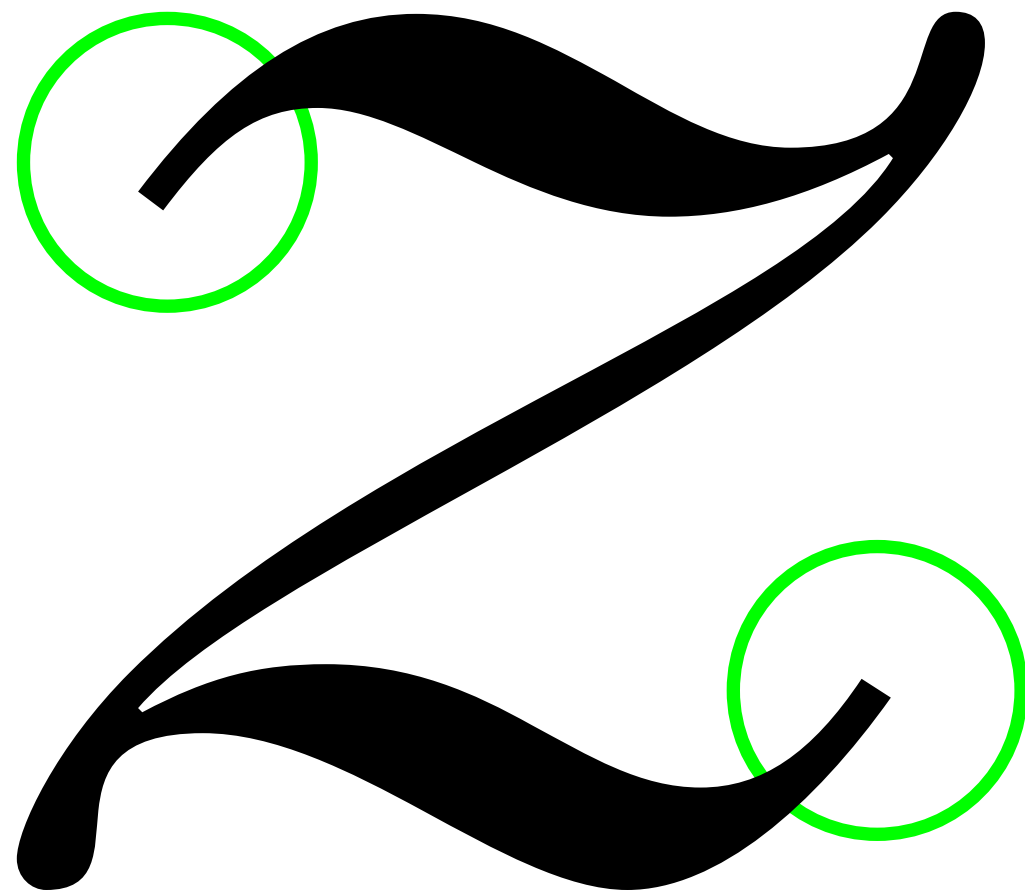
BECAUSE OF THIS SCRIPT'S FOCUS ON BEING ELABORATE, READABILITY AND LEGIBILITY TAKE A HIT. AS A RESULT, IT IS VERY UNCOMMON FOR IT TO BE USED IN BODY COPY. LOOK FOR BLACKLETTER MOSTLY IN HEADLINES, SUBHEADINGS, POSTERS, LOGOS, AND OTHER PLACES THAT NEED TO GRAB PEOPLE'S ATTENTION QUICKLY.



11 - TERMINAL

Not a serif, the terminal is the little attachment that's found in one of the main font styles common across all sorts of font families.

The terminal occurs when a letter terminates in a stroke, but without the presence of a serif.



1 2 - B O W L

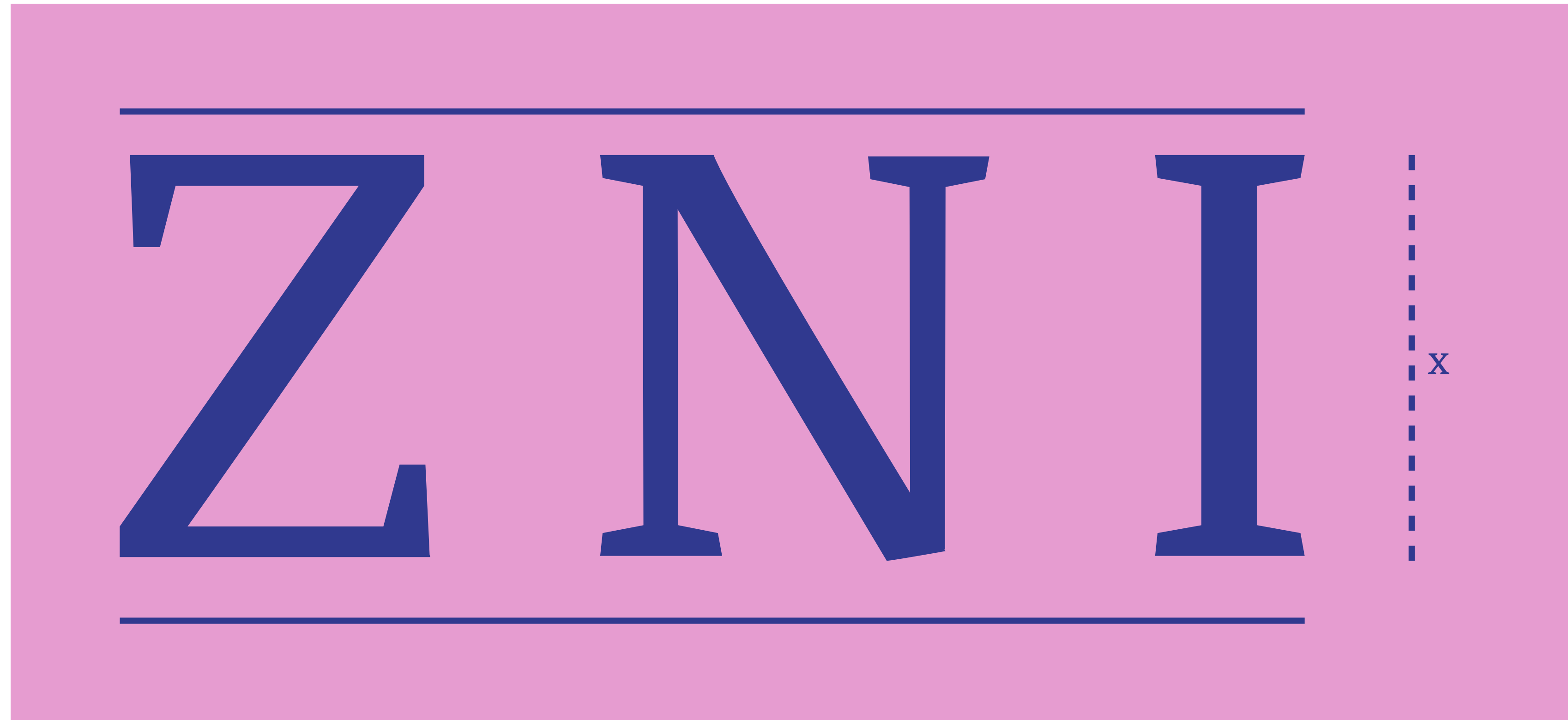
The bowl is the curved portion of a letter that encloses either the curved or circular portions of certain letters.

It is a curved stroke that establishes an enclosed space inside of a letter. This enclosed space is the called the counter.



13 - CAP HEIGHT

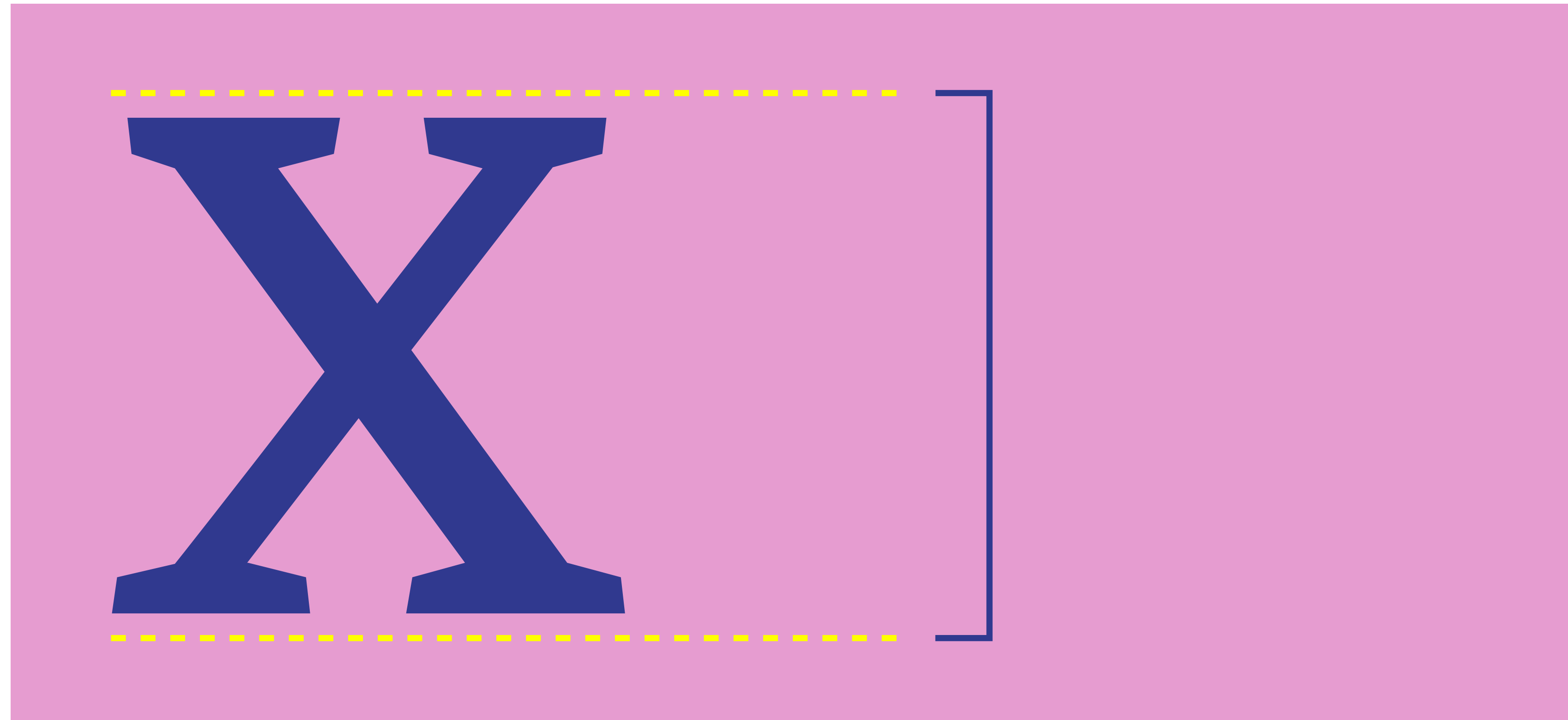
The cap height of a character is the height of a capital letter from the baseline all the way to the top of the cap. This is most reliably measured when a character possesses a flat baseline. On the other hand, characters with curved bottoms—like O, C, etc.—make it a bit more difficult to accurately measure their cap heights.



14 - X HEIGHT

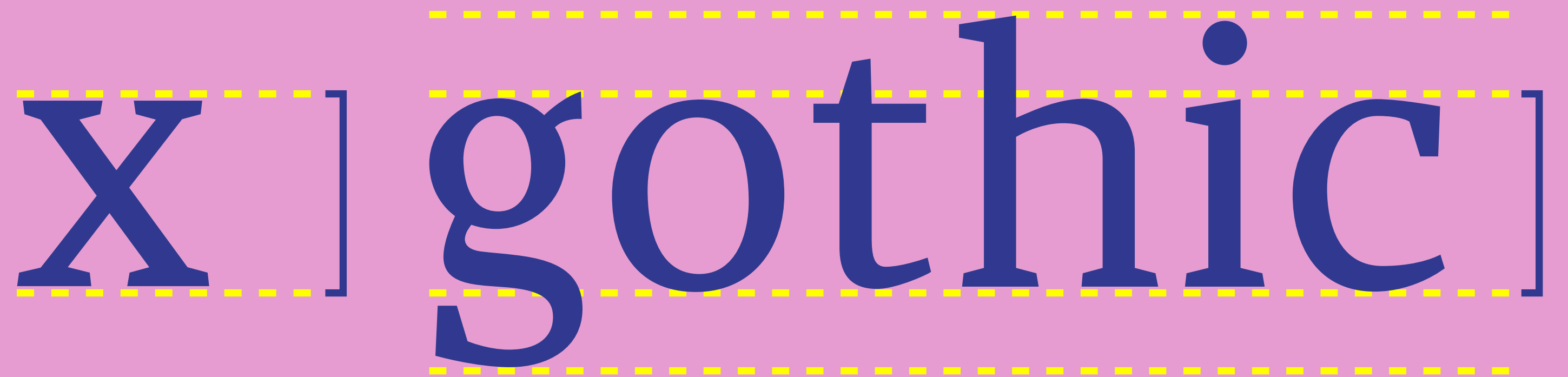
The x-height is your basic height of a lowercase letter, most specifically when referring to the actual letter “x.”

The x-height excludes ascenders and descenders.



15 - ASCENDER/DESCENDER

The ascender is the portion of the lowercase letter that extends above its x-height while the descender is the portion that goes beneath its baseline.

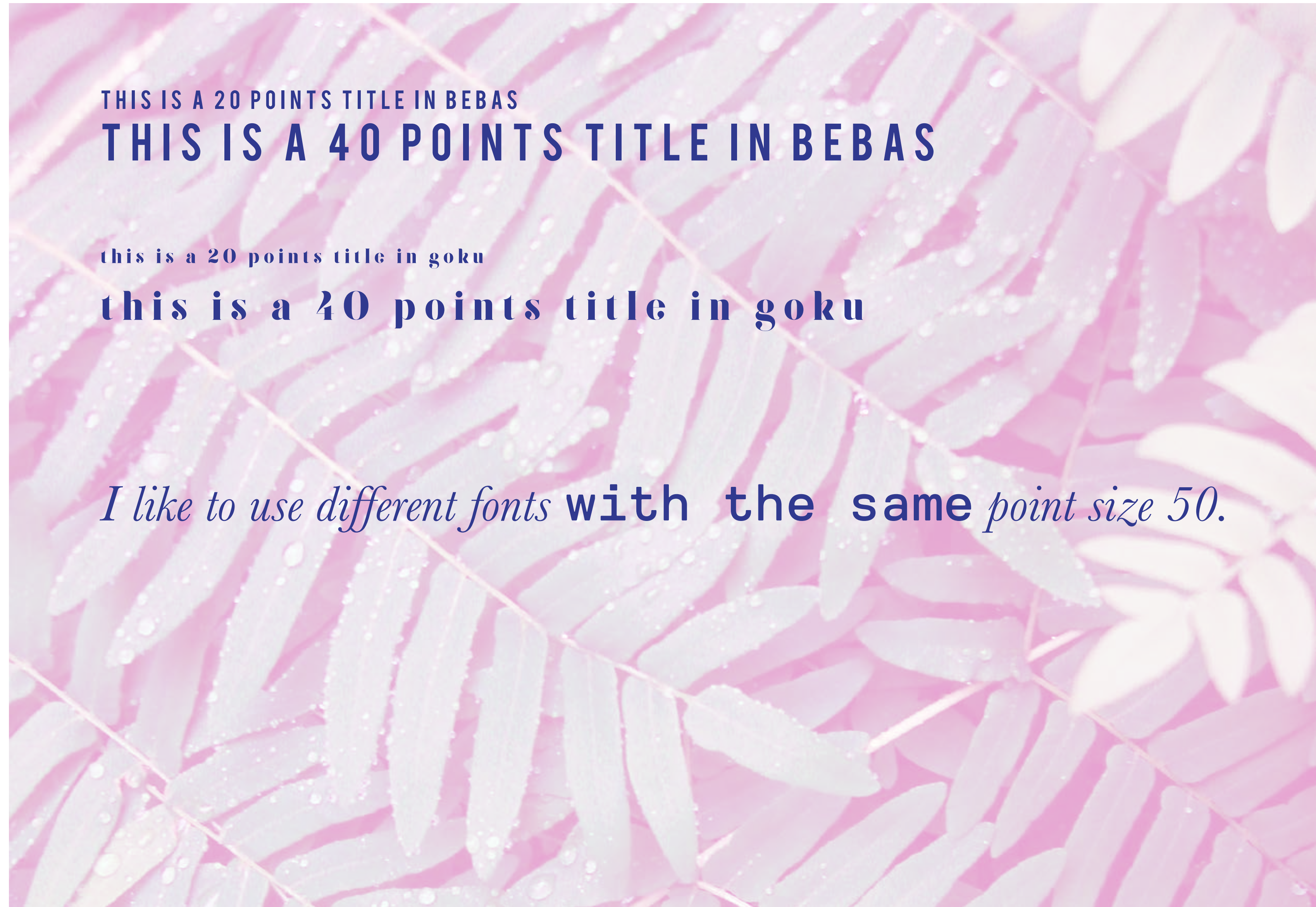


16 - POINT

This is utilized to measure the size of a font. As a rule, one point equals just 1/72 of an inch.

If a letter is referred to as, for example, 24-point, this means that the whole height of the text block is being indicated, not solely the character on its own.

As a result, two font families in the same point size might look different in size, depending on how the letter is positioned in the text block.



THIS IS A 20 POINTS TITLE IN BEBAS

THIS IS A 40 POINTS TITLE IN BEBAS

this is a 20 points title in goku

this is a 40 points title in goku

*I like to use different fonts **with the same** point size 50.*

17 - SPINE

The spine is by far the most unique typography term we will encounter, in that it's reserved for only one character alone: the letter “s”.

It's the curved, main stroke of the letter.

The “s” alone gets this term since the spine can be mainly horizontal or nearly vertical, depending on the specific font that you select.



18 - KERNING

Kerning refers to the altering of spaces in between the letters in a font - only among specific and individual letters.

Kerning allows for varying degrees of spaces between different letters in the same word, as long as the end result is visually attractive.

AGAIN, DEPENDING ON THE TYPEFACE THAT'S USED, IT'S NECESSARY TO SOMETIMES ADJUST THE SPACES BETWEEN DIFFERENT LETTERS INCONSISTENTLY, IF THE TYPOGRAPHER WANTS TO CREATE AN AESTHETIC, FINAL APPEARANCE.

kerning
kerning
kerning

19 - TRACKING

Tracking refers to **letter spacing**. There is a fundamental difference between tracking and kerning, the former makes uniform adjustments consistently among all the spaces in the same word, whereas the latter only makes adjustments to the spaces between words on a case-by-case basis.

-20 I LIKE PIZZA.
20 I LIKE PIZZA.
60 I LIKE PIZZA.
100 I LIKE PIZZA.
140 I LIKE PIZZA.
180 I LIKE PIZZA.
220 I LIKE PIZZA.
260 I LIKE PIZZA.
300 I LIKE PIZZA.



20 - LEADING

Leading relates to the spacing in between any successive line of type. The term comes from the past, referring to the act of typesetting by hand.

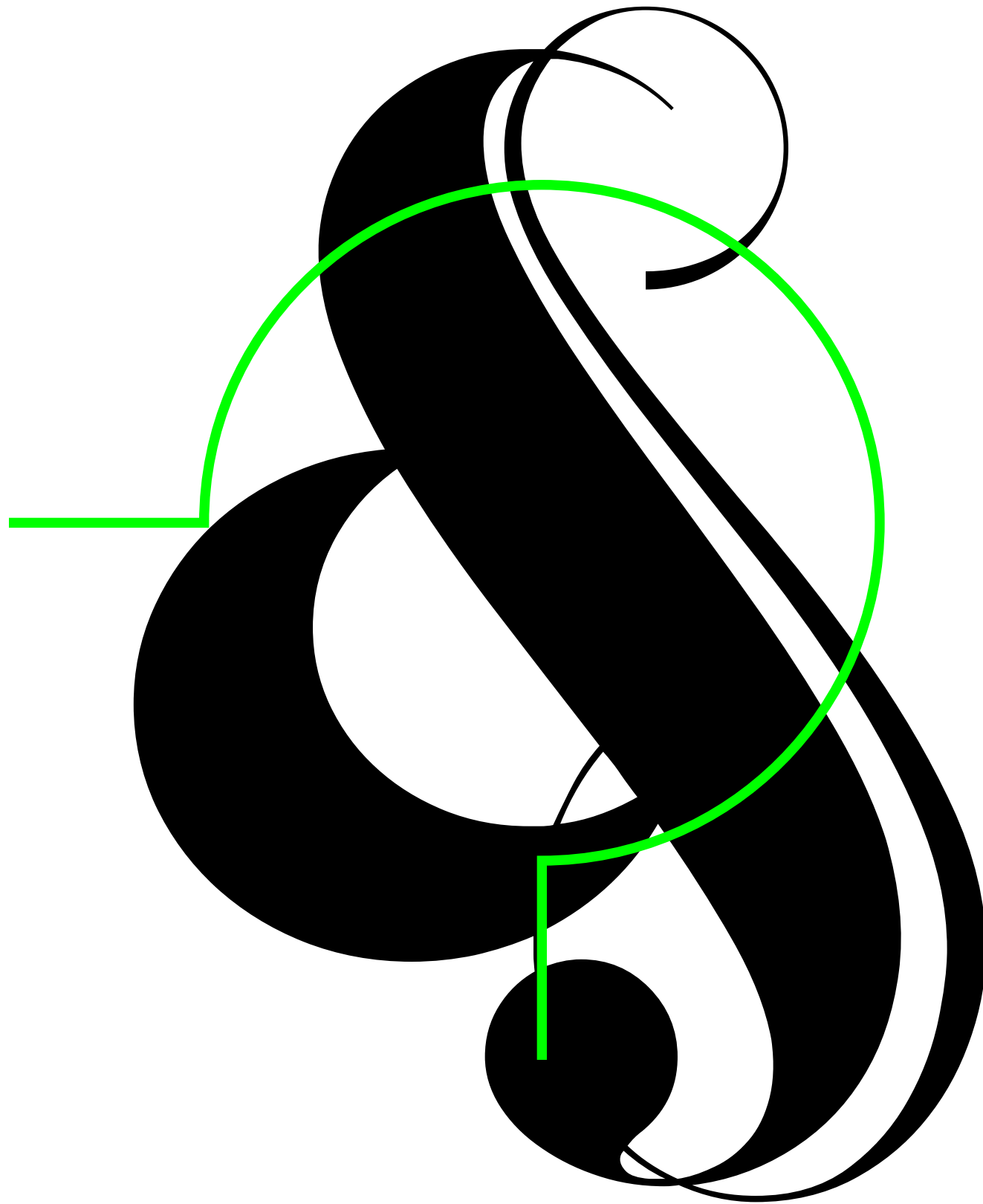
Otherwise known as **line spacing**, leading is most prevalent when you have to manually space your work. Leading refers to the distance between the **baselines** of type, them being the lines on which the characters rest.

And you're so cynical, Narcissistic Cannibal!
Got to bring myself back from the dead!
— KORN

And you're so cynical, Narcissistic Cannibal!
Got to bring myself back from the dead!
— KORN

And you're so cynical, Narcissistic Cannibal!
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