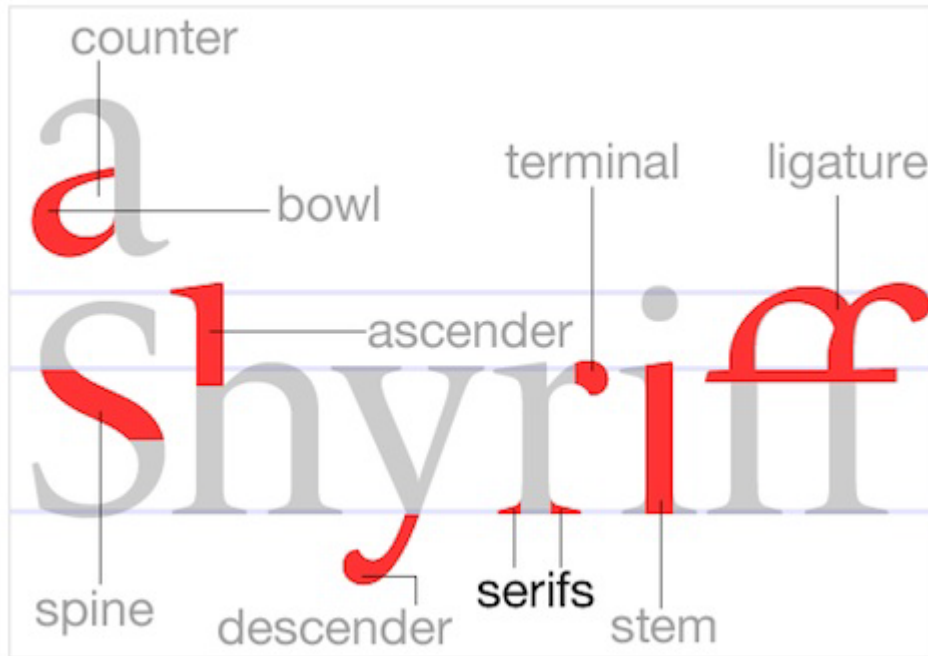


name: \_\_\_\_\_

# Typography



**Ascender:** That part of a lowercase letter (e.g., k, b, or d) that ascends above the x-height of the typeface.

**Character** Any kind of typeset mark made on a page, including letters, numbers, punctuation marks, accents, dingbats (e.g. bullets).

**Descender:** That part of a lowercase letter (e.g., y, p; sometimes f) that descends below the baseline. In some typefaces, the uppercase J and Q also descend below the baseline.

**Font:** Historically, a font is a typeface in a *specific style* and *point size*. Example: Times Bold 12 point is a font. Times Bold is a typeface; Times Bold 12 point is a font, and Times Bold 10 point is another font of the same typeface. Current practice allows font to be used to refer any typeface that can be rendered in a number of different sizes; e.g., someone will say that a piece has been set in the Times Bold font.

**Write an example of a different font & typeface.**

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**Kerning:** To adjust the spacing between (letters or characters) in a piece of text.

**Leading:** The distance from baseline to baseline in typeset lines of text.

**Leg:** The lower, angled stroke of a k.

**Point size:** A size measurement of type, based on a system in which 72 points = 1 inch. In 12 point type, the distance from top of the ascenders to bottom of the descenders is about 12 points, or 1/6 inch, ( $72/12=6$ ). Note that all 12-point type does not look alike because of variations in the x-height, which affects the type's appearance when massed on a page.

**Sans Serif:** A general term for fonts without traditional serifs ('sans' is the French for 'without'). This is an example of a sans serif font.

**Serif:** Small decorative lines of various shapes and sizes added to the end of a letter's stem and stroke. Serifs improve readability by helping to distinguish individual letters from one another and by leading the eye along a line of type, which is a major reason that serifed fonts are often used in running text. A special form of the serif is the slab serif. **This is a serif font. This is a slab serif font.**

**Spine:** The main portion of the letter S that curves from left to right.

**Tail:** The stroke or loop at the end of a letter. Examples: the tail of an uppercase Q or the righthand stroke on an uppercase R.

**Typeface:** A typeface is a set of fonts in a specific style and group of sizes. For example, a designer might design the Nova Roman typeface in 6, 12, 18, 24, 36, and 72 point sizes.

**Type family:** A set of closely related typefaces, such as Nova Roman, Nova Italic, and Nova Bold. Today, type families are nearly always designed as a group by one person, with one font being treated as the central design and the others being variations on that design.

**X-height:** Generally, the height of the lowercase letters of a specific typeface, excluding extenders. Traditionally, it is derived from the height of the lowercase x of the typeface, as the lowercase x nearly always sits squarely on the baseline (many lowercase letters actually extend a very slight bit below the baseline, even without extenders). X-height can vary considerably among typefaces with the same point size. Typeface with large x-height tends to look bigger and be more legible. If x-height gets too large, however, the contrast with ascenders becomes less and legibility actually goes down; as, for example, n and h start to look more alike.

# Typeface Classifications

## Blackletter

A script style of calligraphy made with a broad-nibbed pen using vertical, curved and angled strokes. Popular from the Middle Ages through the Renaissance (and up to the 20th Century mainly in Germany). Styles are often associated with certain countries or regions.

*SUBCLASSES: Fraktur, Old English, Rotunda, Schwabacher, Textura*

## Calligraphic

Typefaces based on letters made with a broad-nibbed pen.

*SUBCLASSES: Chancery, Etruscan*

## Gaelic

TK.

*SUBCLASSES: Angular, Uncial*

## Inscriptional

Typefaces modeled after or inspired by letters carved in stone. Classic example: Albertus.

*SUBCLASSES: Roman, Inscriptional*

## Non-alphanumeric

Typefaces which contain pictures or symbols rather than letters and numbers.

*SUBCLASSES: Dingbats, Ornaments, Pictorial*

## Ornamented, Novelty

Typefaces with an ornate or whimsical appearance, or which simulate non-typographical forms. Classic examples: Rustic, Moore Liberty.

*SUBCLASSES: Art Deco, Art Nouveau, Comic Strip Lettering, Dot Matrix, Futuristic, Machine, Readable, Pixel, Pseudo Foreign Script, Victorian*

## Sans Serif

A typeface without serifs.

*SUBCLASSES: Gothic, Grotesque, Geometric Sans, Grotesk, Humanist Sans, Square Gothic, Swiss Gothic*

## Script

Typefaces based on letters made with a flexible pen or brush, or derivative forms.

*SUBCLASSES: Brush Script, Casual Script, English Roundhand, French Roundhand, Handwriting, Rationalized Script*

## Serif

A typeface with serifs.

*SUBCLASSES: Grecian, Latin, Modern, Didone, Scotch Modern, Old Style, Antique, Dutch Old Style, French Old Style, Spanish Old Style, Venetian Old Style, Slab Serif, Clarendon-Egyptian, French Clarendon, Geometric Serif, Spur Serif, Transitional, Scotch Roman, Tuscan*

# Typeface Assignment

1. Choose 5 typefaces that you think will represent you. (probably best to choose from type library in Illustrator, can discuss if you find one on the web you like)

2. Type your name and initials in all caps.

example: Jennifer Bible J. L. B.

3. Copy and paste this 5 times.

example:

4. Change the font for each instance.

*Jennifer Bible*      *J. L. B.*

Jennifer Bible      J. L. B.

5. Choose the one you like the best.

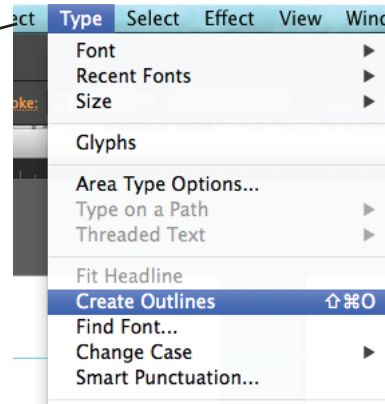
Jennifer Bible      J. L. B.

6. Copy and paste it into its own text block.

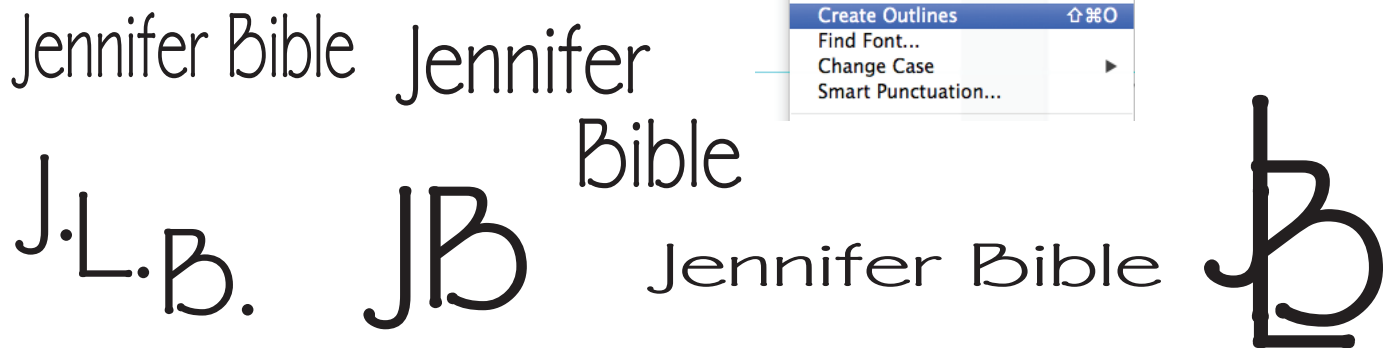
*Jennifer Bible*      *J. L. B.*

**JENNIFER BIBLE**      **J. L. B.**

7. Convert to paths (TYPE/CREATE OUTLINES).



8. Duplicate at least 3 times and distort the name and initials separately.



9. Use one instance and place it into a shape you like (from last week's assignment). Use a drop shadow on your shape (EFFECT/STYLIZE/DROPSHADOW)

