

LANGUAGE OF TYPE

Type: Characters that can be uniformly reproduced through a single action, as opposed to lettering or writing.

Typeface: A typeface is the design of the letterforms.

Type Family: A collection of related typefaces, which share common design traits and a common name, can include various styles such as roman, italic, and bold.

Font: The character set of a single weight or style of a type family. A font is the delivery mechanism of a typeface.

Type Classification: A basic system for classifying typefaces that was devised in the nineteenth century, when printers sought to identify a heritage for their own craft analogous to that of art history. Provides a way for designers to talk about and further understand type.

Serif: A short finishing line or mark at the end of a stroke.

Sans Serif: A letter or font that lacks serifs.

EXAMPLES OF ANATOMY

x-height: Vertical measurement of a lowercase letter's main body, usually defined by the x.

Baseline: Where all the letters sit. Most stable axis is along a line of text. Crucial edge for aligning text.

Terminal: An enlarged, rounded, or ornamental ending that completes some (typically curved) strokes on serif letters like the c, f, and r.

Counter: A partially or fully enclosed area within a letter.

Crossbar: Horizontal stroke across the middle of letters such as an uppercase A, or H.

Ascender: The portion of a letter 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.

Descender: The portion of a letter that extends below the baseline of a font.

Bowl: Closed rounded stroke such as in a lowercase b, d, p, or q.

Axis: The direction of stroke emphasis within a letter. Letters with modulated strokes display thick and thin areas, based on the angle of the writing tool used to create them.

Translation: The variation in stroke width caused by changes in stroke direction of a flat-tipped writing tool held at a relatively steady angle.

Contrast: Amount of variation from thick to thin within and between the strokes of a character.

TEXT DESIGN COMPONENTS

Kerning: An additional spacing adjustment that reduces cumbersome spaces between specific pairs of letters or a letter and a punctuation mark within a typeface.

Tracking: Adjusting the overall space between letters, rather than the space between two characters.

Line Spacing/Leading: Distance from the baseline of one line of type to another.

Alignment: justified; flush left/ragged right; flush right/ragged left; centered.

Hierarchy: A typographic hierarchy expresses an organizational system for content, emphasizing some data and diminishing others.