

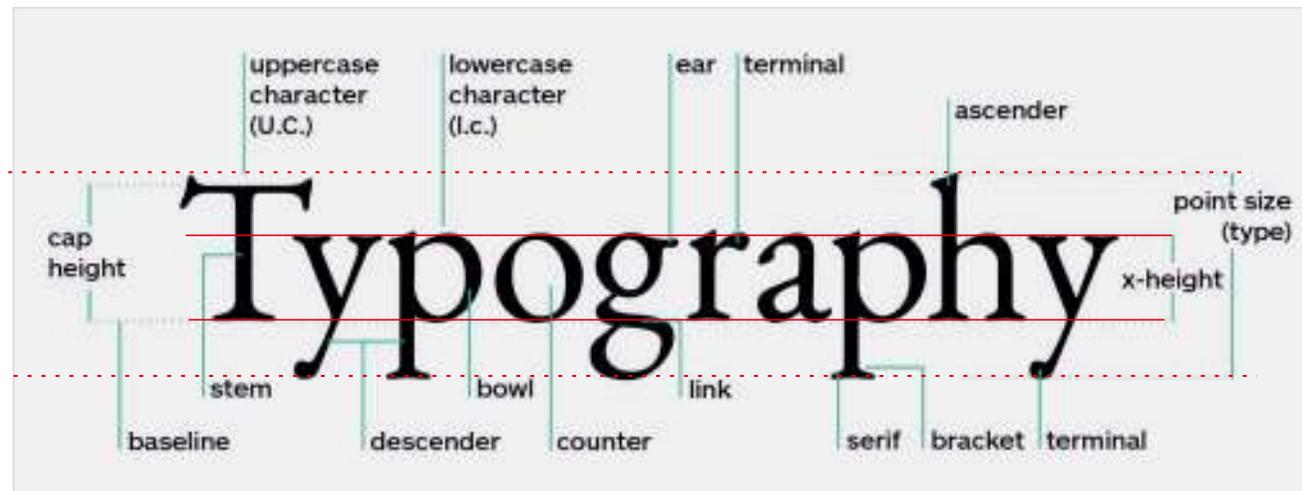
Introduction to Typography:

- > Study of Fonts

Basic functions of Typography:

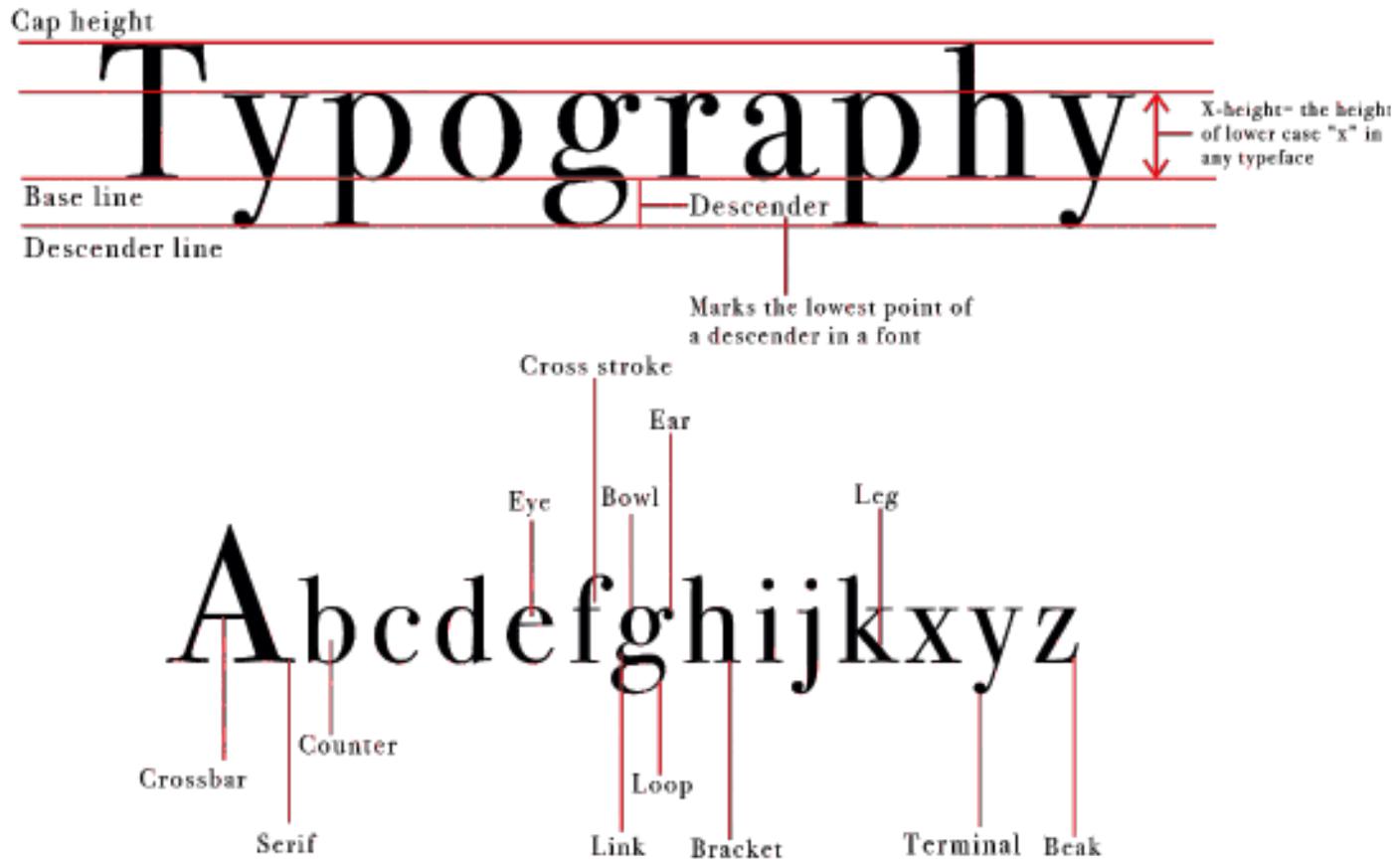
- > Invite the reader into the text:
- > Reveal the tenor and meaning of the text:
- > Clarify the structure and the order of the text:
- > Link the text with other existing elements:

Anatomy of type:



Typography II

Anatomy of type:



x-height

The distance between the baseline and the midline of an alphabet, which is normally the approximate height of the unextended lowercase letters - a, c, e, m, n, o, r, s, u, v, w, x, z - and of the torso of b, d, h, k, p, q, y.

a c e m n o r s u v w x z

b d h k p q y

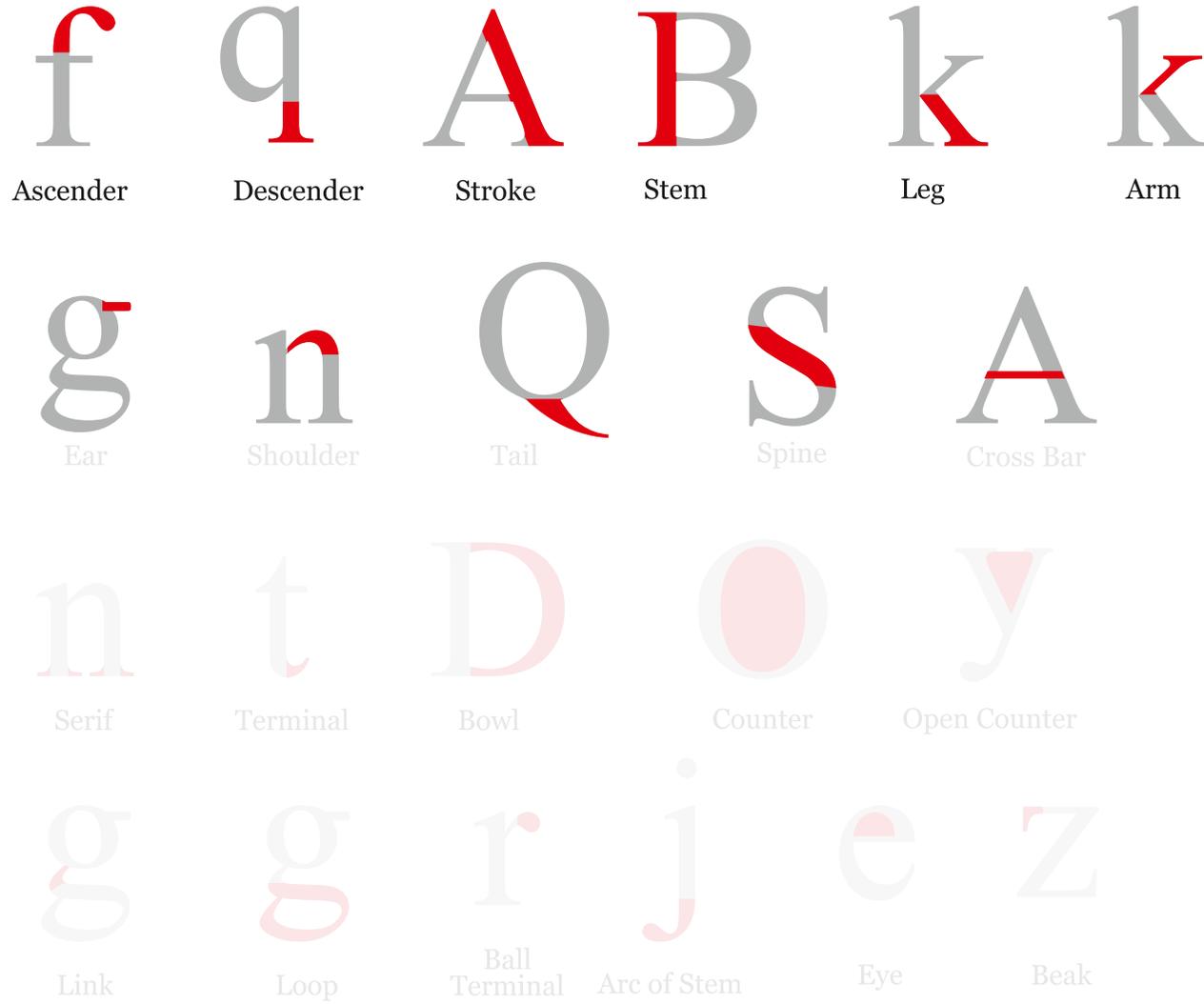
Typography II

Anatomy of type:



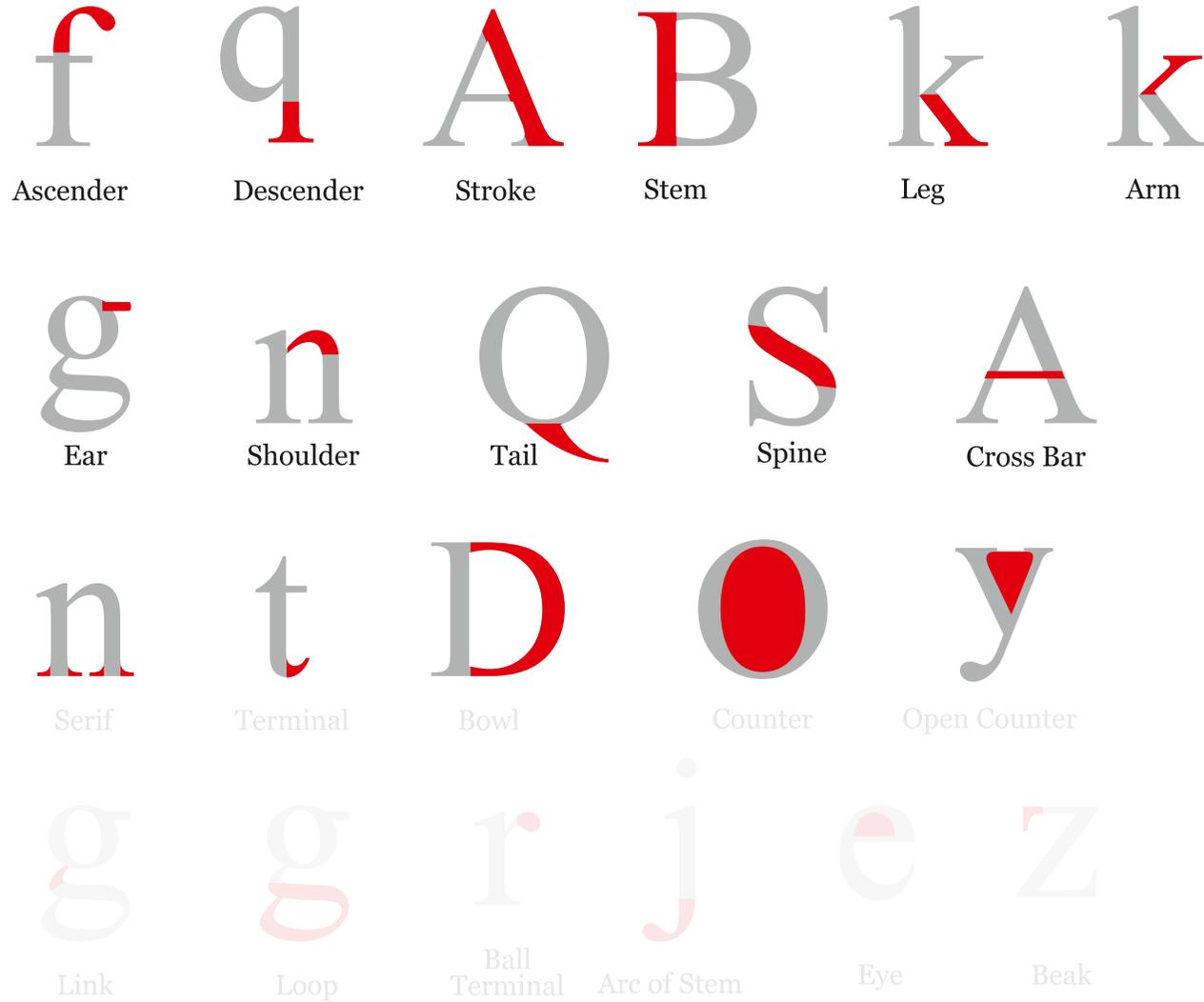
Typography II

Anatomy of type:



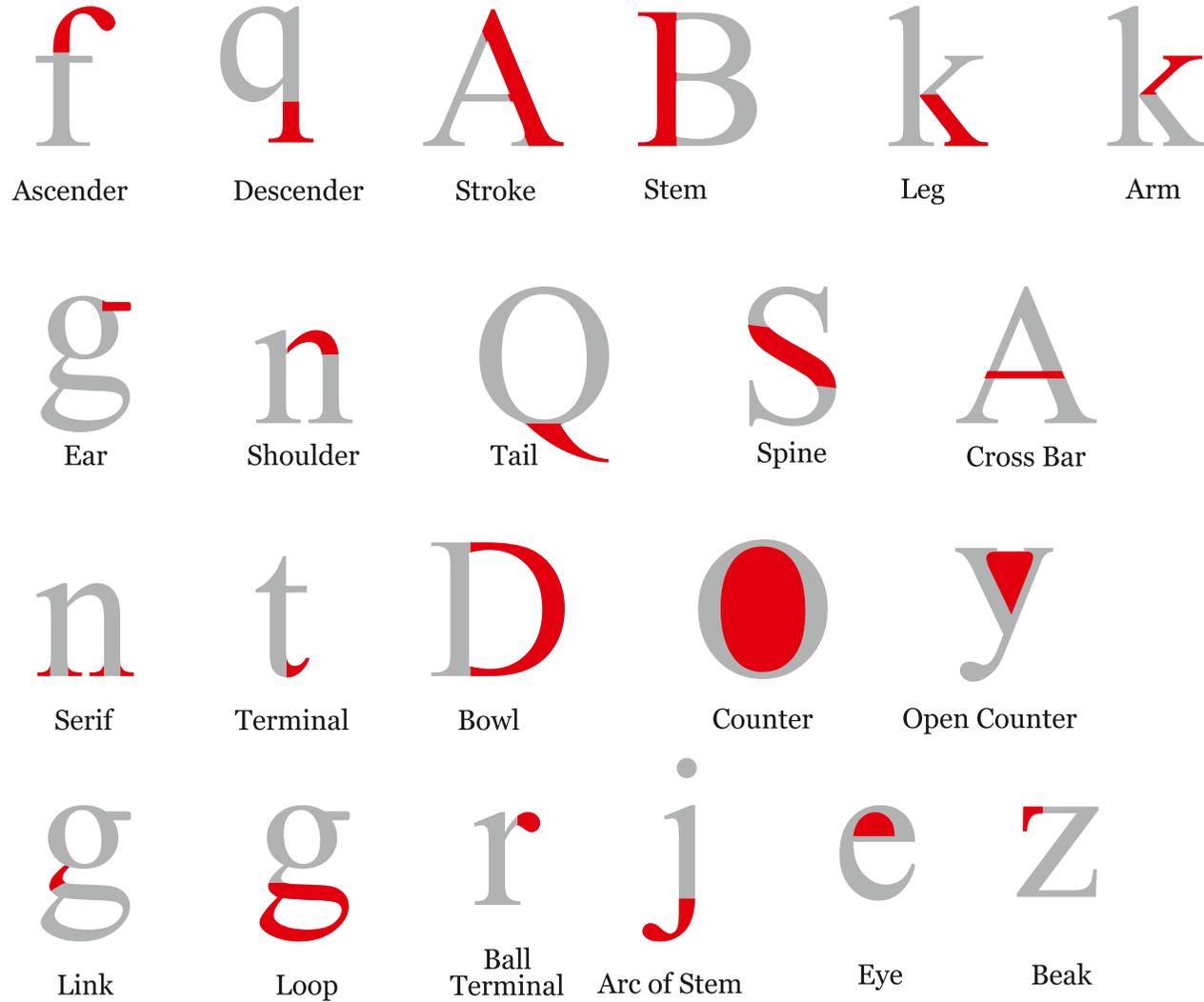
Typography II

Anatomy of type:



Typography II

Anatomy of type:



Composition of Type - Typeface

Arial

Arial Black

Comic Sans MS

Courier New

Georgia

Impact

Times New Roman

Trebuchet MS

Verdana

Gill Sans

Humanst

Baskerville

Bodoni

Book Antiqua

Century

Goudy old style

Franklin Gothic

Typography II

Composition of Type - Typeface



Serifa
Linear



Serifa
Curve



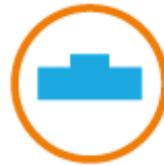
Serifa
Quadrada



Serifa
Slab



Serifa
Triangular



Typography II

Type Measurement:

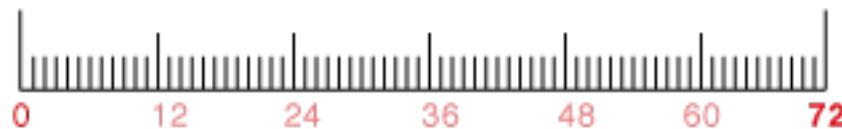
Type is normally measured in picas and points, but horizontal spacing is measured in ems, and the em is a sliding measure. One em is a distance equal to the type size. In 6 point type, an em is 6 points; in 12 pt type it is 12 points, and in 60 pt type it is 60 points. Thus a one-em space is proportionately the same in any size.

Point System:

inches (in)



points (pt)



picas (pc)

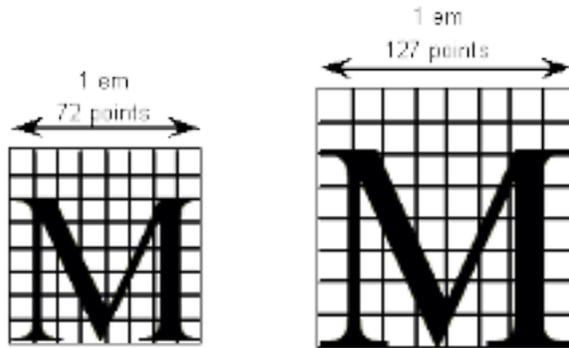


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Typography II

Em Scale:

Em In linear measure, a distance equal to the type size, and in square measure, the square of the type size. Thus an em is 12 pt (or a 12 pt square) in 12 pt type, and 11 pt (or an 11 pt square) in 11 pt type.



Space name	Space width	Fraction of an em
Em space		1 em
En space		1/2 em
Third space		1/3 em
Quarter space		1/4 em
Sixth space		1/6 em
Thin space		1/8 em
Hair space		1/24 em