

## COMD2327

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### Week 2 Terms

**Typeface:** a set of one or more fonts, in one or more sizes, designed with stylistic unity

**Type family:** a complete set of type suitable for printing text

**Font:** a specific size and style of type within a type family

### Anatomy of a Letter

**Serif:** The stroke that projects from the top or bottom of the main stroke of the letter. Serifs originated with the Roman masons who terminated each stroke in a slab serif to enhance the appearance of the letters.

**Sans serif:** Printed letters having no serifs at all (without serif).

**Baseline:** Imaginary line upon which all characters of a given line stand.

**Mean line:** Imaginary line that makes up the top of the most lowercase letters, such as *a, c, i, e*, and especially *x*.

**Waste-line**

**X-Height:** The height of the body or main element of the lowercase letterform, which falls between mean line and baseline. It is the height of the lowercase letters, such as *a, c, e, r*, and especially *x*.

**Ascender:** The part of the lowercase letter that rises about the meanline of the letter.

**Descender:** The part of the lowercase letter that falls below the baseline of the letter.

**Counter:** The enclosed portion of a letterform.

**Stem:** The main vertical or oblique stroke of a letter.

**Variations in Type:** The varying of width and height of the letterforms.

**Regular/Roman:** The standard weight of a typeface, also referred to as *normal*.

**Light:** A light version of the *regular* typeface. An extremely light version is referred to as *thin*.

**Bold:** A heavy version of the *regular* typeface.

**Condensed:** A narrow version of a *regular* typeface; particularly desirable if it is important to get more letters into a given space. Also referred to as *compressed* or *compact*.

**Extended:** A wider version of the *regular* typeface. Also known as *expanded*.

**Italic/ Oblique:**

### Basic Measurements:

**Inches:** 72 points in one inch

**Points:** Measures type size or point size. 12 points (pt) in one pica.

**Picas:** Measures the line length or measure. 6 picas in one inch.

*Electronic fonts range from a font size of approximately 6 to 72 points.*

### Formatting Type:

**Leading/ Line spacing:** The space between lines.

**Tracking:** space between a group of letters to affect density in a line or block of text.

**Kerning:** The process of adjusting the space between individual letters.

**Letter spacing and word spacing:** refers to the general adjustment of space between words in a large piece of text.

**Thumbnail:** Art Directors and graphic designers use the term "thumbnail sketch" to describe a small drawing on paper (usually part of a group) used to explore multiple ideas quickly. Thumbnail sketches are similar to doodles, but may include as much detail as a small sketch.