

COMD2327 – Week2 Terms

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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.