

# AN INTRODUCTION TO TYPOGRAPHY

Go to [http://graphicdesign.spokanefalls.edu/tutorials/process/type\\_basics/default.htm](http://graphicdesign.spokanefalls.edu/tutorials/process/type_basics/default.htm) and complete this work sheet.

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## INTRODUCTION

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The basic typographic element is called a \_\_\_\_\_ .

Capital letters are referred to as \_\_\_\_\_ or \_\_\_\_\_ .

Small letters are referred to as \_\_\_\_\_ .

Pairs of characters that have been designed as single characters are called \_\_\_\_\_ .

*Label the following type sample using these terms*

ascender    descender    baseline    serif    descender line    x height    ascender line  
uppercase character (cap)    lowercase character    a single character



Typography

*Define each of the terms used to label the type sample above.*

Ascender \_\_\_\_\_

Ascender line \_\_\_\_\_

Baseline \_\_\_\_\_

Descender \_\_\_\_\_

Descender line \_\_\_\_\_

Sans serif \_\_\_\_\_

Serif \_\_\_\_\_

Uppercase character \_\_\_\_\_

X-height \_\_\_\_\_

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## DESIGN

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A **typeface** is \_\_\_\_\_

This includes these details \_\_\_\_\_

**Typestyle** refers to \_\_\_\_\_

A **font** is \_\_\_\_\_

What term can be used interchangeably with the term, font? \_\_\_\_\_

A **type family** is \_\_\_\_\_

Type is measured in many units – these are \_\_\_\_\_

**Ahg**

Show what is actually measured in points.

### **Additional notes – not from the above web site.**

Go to <http://psd.tutsplus.com/articles/techniques/a-20-minute-intro-to-typography-basics/>

**Kerning** - the horizontal spacing between individual characters

**Leading** (pronounced ledding) – the vertical spacing between lines of text. Vertical line spacing is referred to as leading in typography and print, which is because in the old days of printing and setting blocks of type, strips of lead were inserted between the lines according to how much space was required. Leading's role in typography is to generate sufficient space between the lines to make it readable. As with all matters of typography, it is a balance between reading comfort and aesthetic style. Usually shown as 10/12 – this means the 10 point text has 12 points of spacing between the lines. This opens up the lines and makes the text easier to read

### **Alignment**

Generally text should be left aligned, simply because we are used to reading that way. Without good reason, only consider centering or right aligning text if it is a small amount, such as a heading or caption. Also, justifying text (where it has a straight edge on both sides) should be used in moderation too. It looks nice and neat in some situations, but too much of it will make a layout look rigid. Additionally justifying in a small column size can cause irregular spacing as between words as the software attempts to adjust your text to fit.

### **Measure**

This refers to the length of lines of text in a paragraph or column. Most people tend to just refer to it as column width though. Measure is an important thing to get right in typography as it can be crucial to the readability of the text. If the measure is too wide the text may be difficult to read as the eye has to move a lot more after each line is read. If it is too narrow it can also be tiring on the eye to read, as the eye is constantly moving back and forth. A narrow measure will also lead to a lot of hyphenation.

## Widows and Orphans

If a single word or very short line is left at the end of a column it is called a Widow. Likewise if the same is left at the top of the following column this is called an Orphan. Both of these are considered bad typography as they cause distracting shapes in a block of type. They can usually be fixed easily in the same way as the rag, by reworking the line breaks in the column or by editing the copy.

<p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec eleifend tortor a nibh porta iaculis. Sed et neque turpis. Fusce et tortor neque, quis tempus lorem. Sed rutrum nunc sit amet nibh volutpat viverra. Curabitur eget eros sed erat pretium convallis ac eu ipsum.</p>	<p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec eleifend tortor a nibh porta iaculis. Sed et neque turpis. Fusce et tortor neque, quis tempus lorem. Sed rutrum nunc sit amet nibh volutpat viverra. Curabitur eget eros sed erat pretium convallis.</p>	<p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec eleifend tortor a nibh porta iaculis. Sed et neque turpis. Fusce et tortor neque, quis tempus lorem. Sed rutrum nunc sit amet nibh volutpat viverra. Curabitur eget eros sed erat pretium convallis ac eu</p>	<p>ipsum. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec eleifend tortor a nibh porta iaculis. Sed et neque turpis. Fusce et tortor neque, quis tempus lorem. Sed rutrum nunc sit amet nibh volutpat viverra.</p>
Widow		Orphan	

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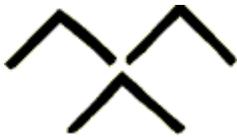
## A BRIEF HISTORY OF TYPE

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*Please return to the original web site to complete this section of the worksheet.*

Cave paintings date back to \_\_\_\_\_.

True written communication dates back to \_\_\_\_\_.



Sumarian pictogram for "mountains"

The earliest form of "writing" was known as \_\_\_\_\_ and they looked like



Egyptian ideogram for "weeping"

The next form of "writing" was known as \_\_\_\_\_. They were symbols that

\_\_\_\_\_. These more sophisticated forms of

writing were necessary because \_\_\_\_\_

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Phoenician "aleph"

By 1600 B.C. the Phoenicians had developed \_\_\_\_\_ . These were symbols that represented \_\_\_\_\_.

PICTOGRAMS EVOLVED INTO THE LETTERS OF THE ALPHABET



Early symbol for "ox"    Phoenician "aleph"    Greek "A"    Roman "A"

What culture is credited with creating the first alphabet? \_\_\_\_\_

What was their first alphabet? It was a collection of \_\_\_\_\_

\_\_\_\_\_

Explain how their alphabet was spread to the Greeks and Romans. \_\_\_\_\_

\_\_\_\_\_

What had the Romans managed to create by 100 C.E.? \_\_\_\_\_

The medieval period is known as the Dark Ages. One reason – less than 10% of the population could read, compared to the Romans who had a thriving book industry, advertising posters pasted on city walls and other forms of every day written communications. One man who helped to change all of this is Johann Gutenberg.

What did he NOT invent? \_\_\_\_\_

What DID he invent? \_\_\_\_\_

\_\_\_\_\_

Why was this so incredibly important? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_