# Typography

Definitions and Terms

Typefaces vs. Fonts

- You've probably heard these two words get thrown around when talking about text. Often, they are used inter-changeably. However, they have two very different meanings.

- Without getting too technical or dry, consider this analogy when describing how they are different:
  - Typeface = song
  - Font = mp3
    - When explain how much you enjoy a particular tune, you would say, "I love this song!" You wouldn't say, "I love this mp3!"
    - The song is the work of art, whereas an mp3 file is the delivery mechanism.

- The same rules apply to typography.
- Use the word "typeface" when describing the creative work (i.e., what you see) This is a bit of an abstract design term. Ex. Helvetica is a typeface – it contains all the sub-styles.
- If you're describing the physical embodiment of the collection of letters and characters, you should use the term "font." Ex. Helvetica Bold and Helvetica Light Oblique are fonts.

The Anatomy of a Typeface
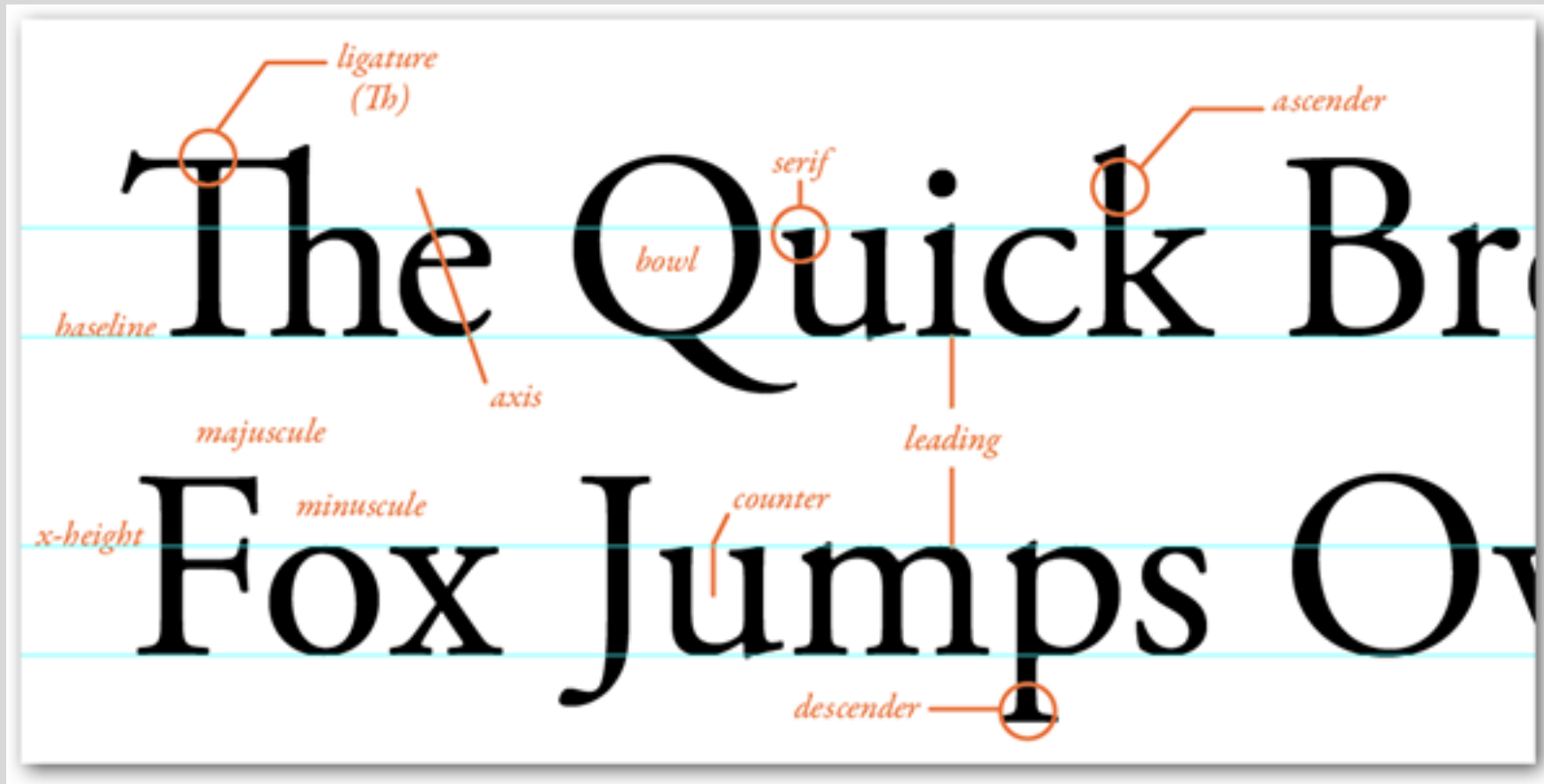
Designer's Language

◦ The next series of slides will be going over a some of the main anatomical features of typefaces.

◦ To a degree, all typefaces will exhibit various levels of these features…those differences help to set them all apart!

◦ Don't worry if these seem weird or all over the place – the art and science of typefaces is quite large.
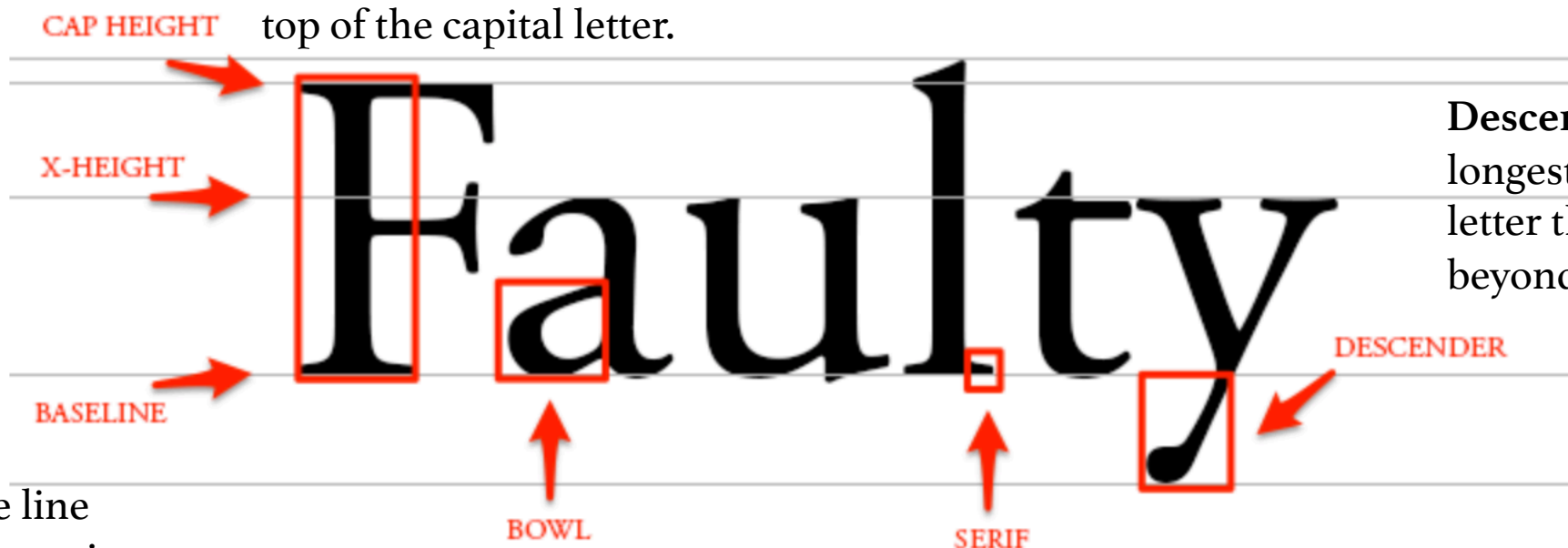
Cap height: The distance from the baseline to the top of the capital letter.

CAP HEIGHT

X-HEIGHT

BASELINE

Descender: The longest point on a letter that falls beyond the baseline.

DESCENDER

BOWL

SERIF

Baseline: The line where the letters sit.

X-height: Located in between the baseline and the cap height, it's the height of the body of the lowercase letter. (In this case, it's the letters 'a,' 'u,' and 'y.')

Bowl: The curved part of the character that encloses the circular or curved parts of some letters, like 'd,' 'b,' 'o,' 'D,' and 'B.' (In this case, it's that round shape sticking off the letter 'a.')

Serif: The slight projection finishing off a stroke of a letter in certain typefaces. (In this case, it's that little foot sticking off the letter 'l.')
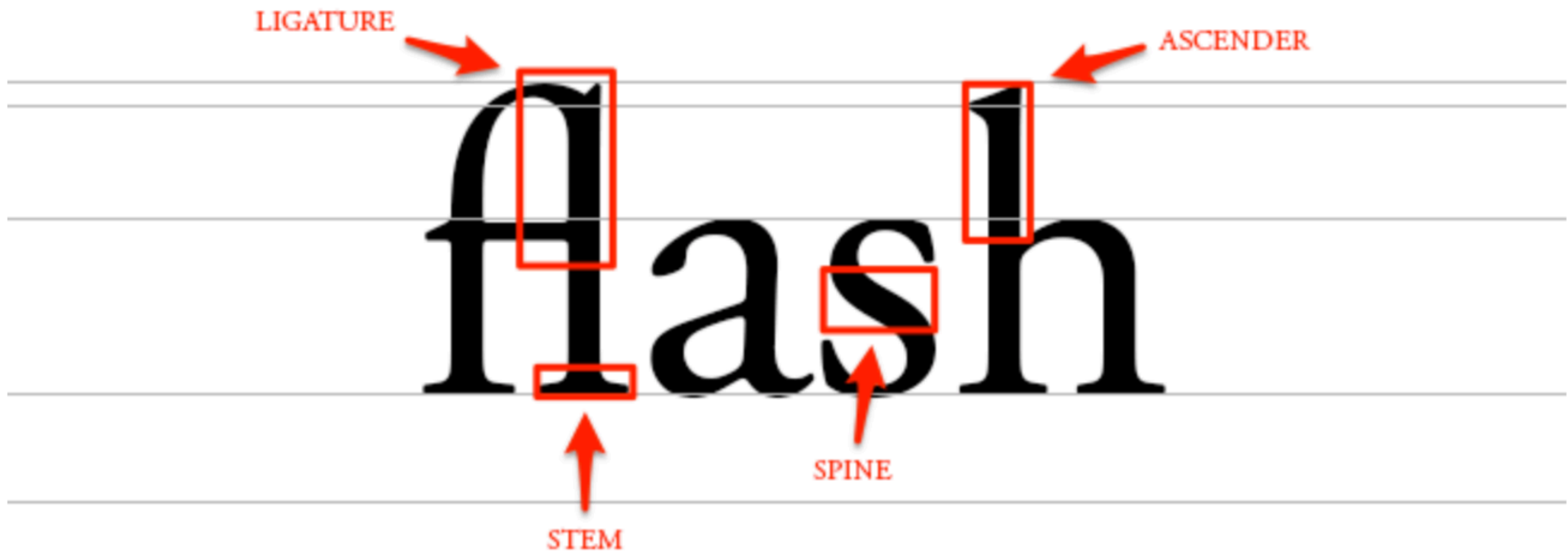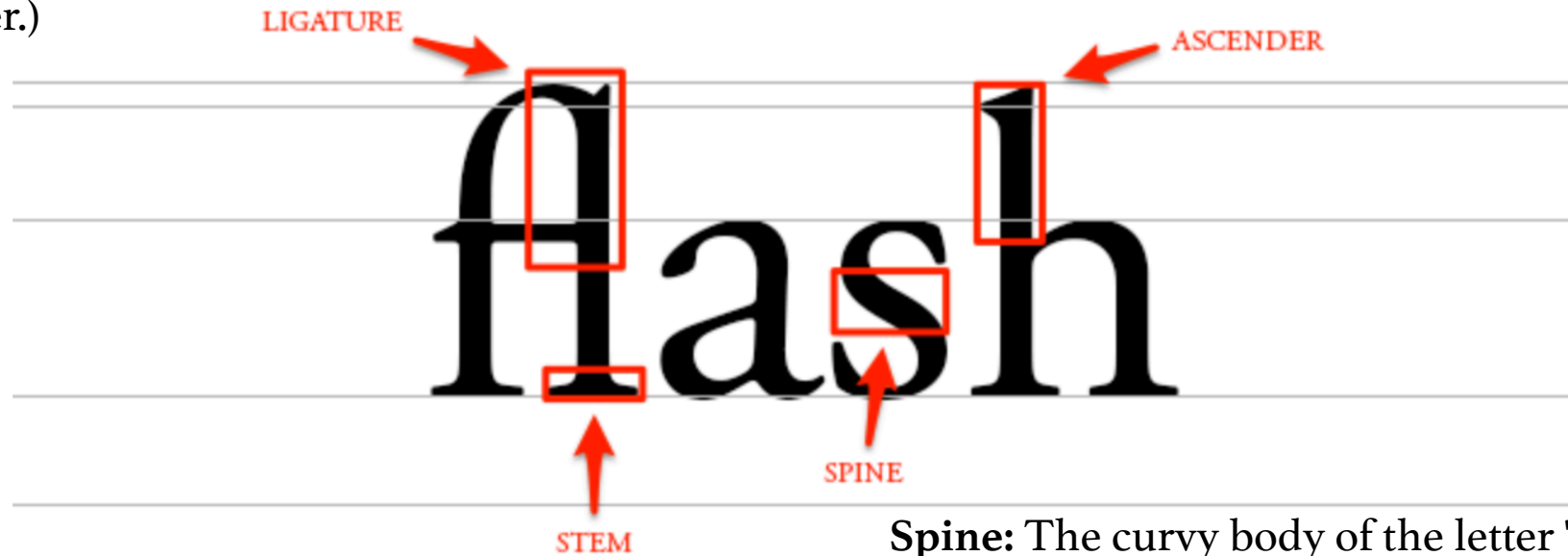
Ligature: The stroke that joins adjacent letters. (In this case, you'll notice the 'f' and the 'l' smush together to form one character.)

Ascender: The portion of a letter that extends above the mean line of a font -- i.e., is taller than the font's x-height. (In this case, you'll also notice the letter 'h' is taller than the x-height.)

LIGATURE

ASCENDER

flash

SPINE

STEM

Stem: The base of a letter, similar to the stem of a flower.

Spine: The curvy body of the letter 's' -- and only the letter 's.' It gets its own term because the spine can be almost vertical or mostly horizontal, depending on the typeface.

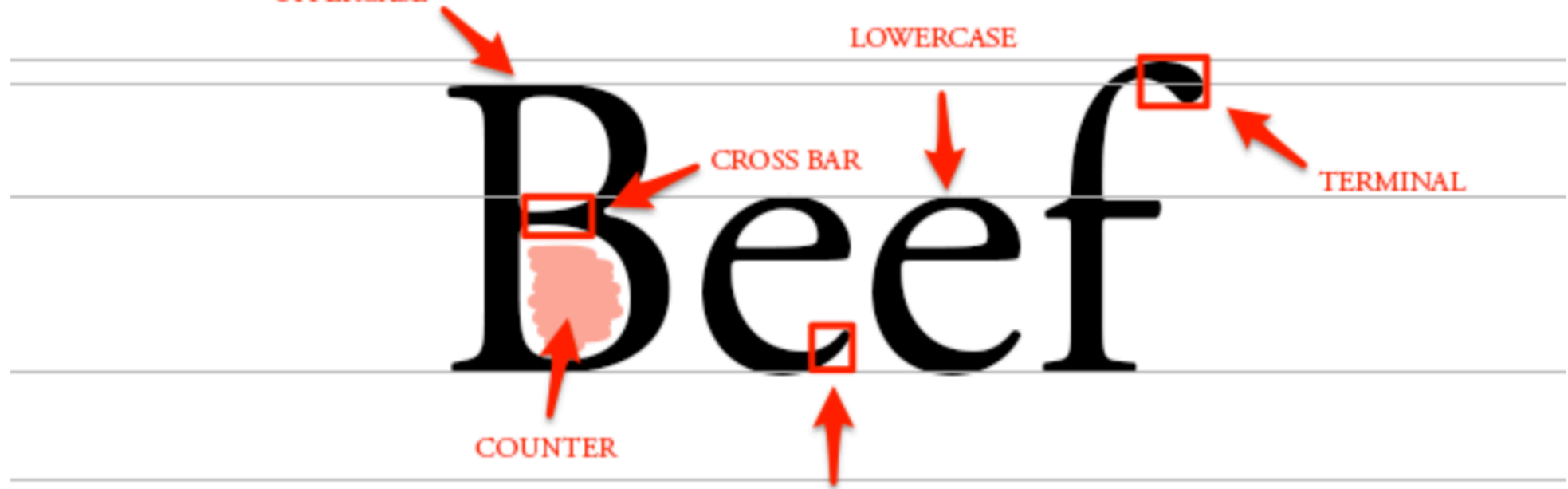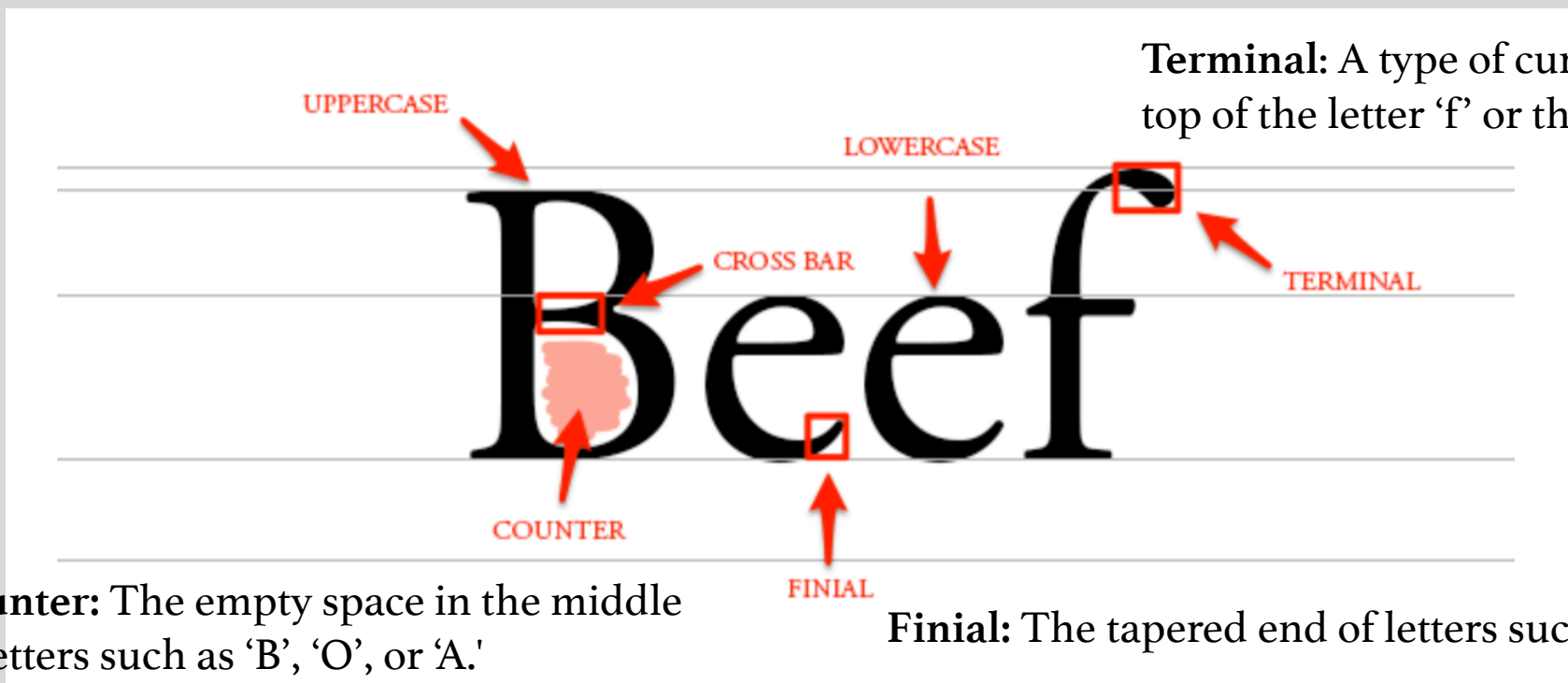As you can see, there are number of different parts and elements to consider when looking at typefaces.

Another aspect to consider when working with typefaces is spacing.

This aspect is broken up into four main ideas:
- **Kerning:** the modification of the space between two letters.
- **Tracking:** an adjustment to the spacing between all letters an entire word.
- **Leading:** the distance between the baselines. Single-space or Double-space.
- **Hierarchy:** the design and placement of words using spacing, sizing, weight, and placement to create order.

No kerning

BATTLE

Custom kerning

BATTLE

No tracking

BATTLE

Custom tracking

B A T T L E

Remember when teachers would ask you to double-space your essays in school? Well, the terms "single-space" and "double-space" are actually referring to leading, which is the distance between the baselines.

12pt leading

Remember when teachers would ask you to double-space your essays in school? Well, the terms "single-space" and "double-space" are actually referring to leading, which is the distance between the baselines.

30pt leading

Your Title is Most Important
This description of the text is second most important

Section 1
Text text text text text text text text text text text text text text text text text text text text text text text

Section 2
Text text text text text text text text text text text text text text text text text text text text text text text text text

Hierarchy-1

Section 3
Text text text text text text text text text text text text text text text text text text text text text text text text text text text text text text text

" This is an important quote! Pay attention! "