

The Basics

Type is based upon

- Handwriting
- Experience
- Commitment
- Constant refinement

Ask the question:

- Does this work?
- Not, Does this look right?

Anatomy of letterforms

- Makes it easier to identify typefaces

Pull out handouts

Baseline

- The imaginary line defining the visual base of letterforms.

Median

- The imaginary line defining the x-height of letterforms.

X-height

- The height in any typeface of the lowercase 'x.'

Stroke

- Any line that defines the basic letterform.

Fonts

- Uppercase letters
Will contain AE, OE ligature
- Lowercase letters
Will contain ff, ffi, fl, etc. ligatures
- Lining numerals-Uppercase numerals
- Expert set
Small caps-pg.5
Uppercase letters set to the x-height
Don't generate them falsely
Oldstyle figures -pg. 6
- Italic
Based upon the cursive handwriting
of the 15th century
- Oblique
Based on the roman form of the font

Roman

- Basic letterform style
- Named after uppercase forms on Roman monuments

Italic

- 15th century Italian handwriting

Boldface

- Thicker stroke than roman
- Semibold
- Medium
- Black
- Extra bold

Light

- Lighter stroke than roman

Condensed

- Condensed version of roman

Extended

- Extended variation of roman

Roman

Italic

Boldface

Light

Condensed

Extended

Measuring type

- Was measured by the height of lead type
- Today, is measured from top of ascender to bottom of descender.
- Points (72 points equals an inch)
- Picas (Twelve points equals a pica)
- 1 inch equals 6 pica
- 12/15
- Em
- En

Leading

- The space measured between lines of type measured from baseline to baseline.

Kerning

- The space between two letters that becomes adjusted to be pleasing to the eye.

Set Widths

- All letterforms have set widths, including the space around the form
- Lead type
- Typewriter
 - Monospaced
- Digital
 - Uppercase numbers (#1)
