



Name _____
Period _____ /12

Typography

Define the following: See website for links to find definitions

1. Font/typeface
2. Glyph
3. Serif
4. Sans Serif
5. Apex
6. Crossbar
7. Stem
8. Counter
9. Ascender
10. Descender
11. Terminal
12. Ligature



THE FOUNDATION: POSITIONING AND SPACING

13. _____ The imaginary line on which most letters and other characters sit.
14. _____ The imaginary line that marks the upper boundary of capital letters and some lowercase letters' ascenders.
15. _____ The height of a typeface's lowercase letters, the X-line is the height of this.
16. _____ The horizontal spacing between two consecutive characters; adjusting this creates the appearance of uniformity and reduces gaps of white space between certain letter combinations.
17. _____ The uniform amount of spacing between characters in a complete section of text (sentence, line, paragraph, page, etc.)
18. _____ The vertical spacing between lines of text (from baseline to baseline).

Font Measurements and Formats

19. Type is measured typically in _____. How many of these makes approx. 1" of type? _____
20. When you download a font they will have either TTF or OTF endings. What do these endings stand for?
OTF _____ TTF _____

DESKTOP PUBLISHING TERMS TO KNOW

21. **Hierarchy-** Used to guide the reader's eye to whatever is most important... Example at Bottom of page.
22. **Widows and Orphans** A widow is one word, or part of a word, left on the last line at the end of a paragraph. An orphan is a short line left over from a paragraph from a previous column or page which appears at the top of the following column or page of text
23. **Font Usage** Generally, you can use up to **three** different fonts which compliment one another in a document. Don't go overboard. Outlandish font usages is a key sign of the work of an amateur. In design, less is always more.
24. **Headlines** Therefore bigger, bolder, and often sans-serif typefaces work well.
25. **Baseline Shift** occurs when two columns of text sit on separate baselines.
26. **Underlining** Do not underline for emphasis or for books and periodicals. Use italics for publications, and bold, italics, CAPITAL LETTERS or larger print to denote emphasis
27. **Capital Letters** Never use all caps for body copy. They are almost impossible to read. Never use script fonts in all caps for display or body text.

**YOUR EYES
START HERE**

Then they notice this line.

Now your eyes casually move down to the body text, unaware of the