

TYPOGRAPHY

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Typography is the design of letterforms and the arrangement of them on a page or screen.



DUNK
a BASKETBALL

STRETCH out your hamstrings to prevent any muscle tears. KISS the basketball for good luck. GET a strong, one-handed grip on the ball by fitting your fingertips in the grooves. SPRINT full speed towards the basketball hoop, taking long, explosive strides. LEAP into the air off one foot as you enter the free-throw lane. DURING your ascent, focus your eyes on the rim. STICK out your tongue (like MJ of course). WHEN at the peak of your jump, slam the ball through the rim in one fluid motion. SQUEEZE the rim between your fingers and hang for a few moments. SLAP the backboard as you let go. LAND on both feet and throw your arms up into the air. GIVE a loud shout of triumph. IF this fails, BUY A LADDER.

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Digital type (font) is measure in a unit of measurement called **points**.

9 point

12 point

24 point

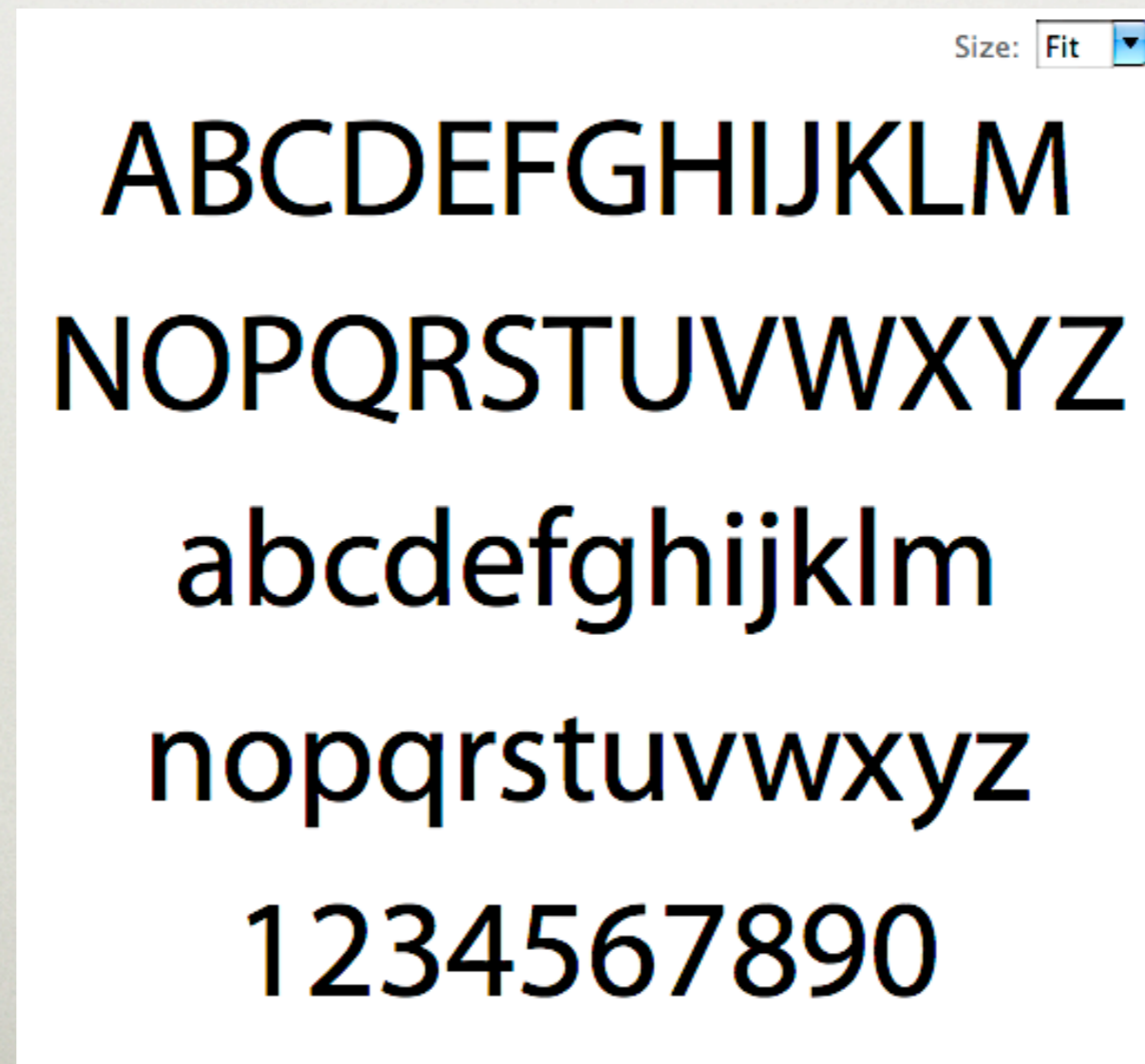
36 point

48 point

72 point

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A group of letters, numbers and symbols that have a common look is known as a **font**.



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There are 2 main type styles

Serif

San Serif

SERIF

Serif type styles have small tear drops that extend from the edge of the letters.



SANS SERIF

Sans serif means a type style without serifs.

Sans Serif

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A **Typeface** is known as a specific type design name (i.e. **Arial**.)

Times New Roman

Myriad Pro

American Typewriter

Helvetica

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Leading is space between multiple **lines of type**.

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Leading

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Tracking is spacing between **words**.

Yellow rifts

Normal tracking

Yellow rifts

Loose tracking (letterspacing)

Yellow rifts

Tight tracking (kerning)

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Kerning is the spacing between **l e t t e r s** to create a more aesthetically pleasing arrangement of letter-forms.



Without kerning



With kerning



Without kerning



With kerning

