



# TYPOGRAPHY

Typography is the study of type. Designers spend considerable time choosing just the right typeface to use when creating a page or spread.

**X Height**  
Line where a lower-case x would touch.

**Ascender**  
A letter that has a stroke that goes above the x height of a typeface.

**Serif**  
Serifs are strokes found at the end of letters.

**Size**  
Typefaces are measured in points. Different typefaces have slight variations in size. Below features 43 point Times and Myriad Pro Regular. Notice the sans serif Myriad Pro Regular is slightly larger than the serif Times.

Tom Gayda *knows* typography.

**Baseline**  
Line where type sits.

**Descender**  
A letter that has a stroke that goes below the baseline. Only one capital letter is a descender, Q.

**Italics**  
Type that is set in a way that the letters have a slight skew to them. Used for emphasis.

**Sans Serif**  
Sans serif typefaces have no strokes at the end of the letters.

**Kerning/Tracking**  
Kerning controls the amount of space between two letters. Tracking is kerning on a larger scale—it is the control of the amount of space between all characters in a text block.

RACE	FAMILY	FONT
<b>T</b> Serif	Times	<b>This is Times bold, 16 points.</b>
	Lucida Bright	<i>This is Lucida Bright, 16 points, italic.</i>
<b>T</b> Sans Serif	Helvetica	This is Helvetica, 16 points.
	Eurostile	<b>This is Eurostile bold, 16 points.</b>
<i>T</i> Script	<i>Edwardian Script</i>	<i>This is Edwardian Script, 16 points.</i>
	Amaze	This is Amaze, 16 points.
<b>T</b> Novelty	Bradley Hand	This is Bradley Hand, 16 points.
	Jennas popsicles	This is Jennas popsicles, 16 points.
<b>T</b> Blackletter	Lucida Blackletter	<b>This is Lucida Blackletter, 16 points.</b>
	Anglican Text	This is Anglican Text, 16 points.

<p><b>T</b> Serif</p>	
<p><b>T</b> Sans Serif</p>	
<p><i>T</i> Script</p>	
<p><b>T</b> Novelty</p>	
<p><b>T</b> Blackletter</p>	
<p><b>T</b> Serif</p>	
<p><b>T</b> Sans Serif</p>	
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