Descender Caps Sans Size
Kerning X-Height Baseline
Serif Counter Height
Leading Weight Ascender Bowl Font
Point Typography
Stroke

My Personal Typography*

a guide to 15 typographic terms

* Typography: the art and technique of arranging type.
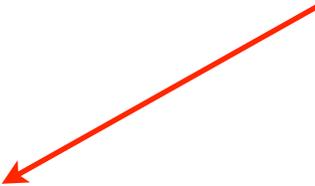
The Fifteen Terms:

1. Ascender
2. Baseline
3. Bowl
4. Caps Height
5. Counter
6. Descender
7. Font
8. Kerning
9. Leading
10. Point Size
11. Serif
12. Sans Serif
13. Stroke Weight
14. Typography
15. X-Height

Leading, Baseline, and Point Size

The type is **72 points** from the top of the highest letter to the bottom of the lowest letter. One point is 1/72 of an inch, so lettering that is 72 points is one inch tall.

David Ingmundson

This type is set with **85 points** of **leading**. The leading is the distance from **baseline** to **baseline.**

Font and Kerning

I **kerned** the "T" and the "a" closer together to make it look customized. Notice how the "T" actually hangs over the "a".
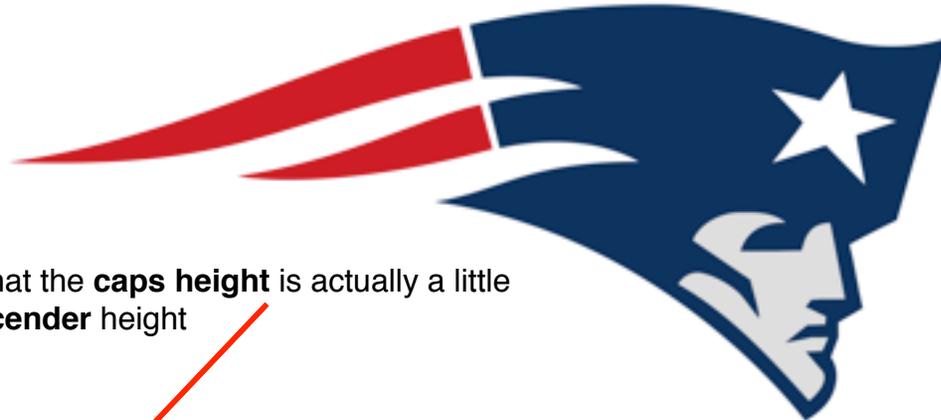
A **Font** is a family of type.
This font is called Soul Mission. It is a free font available from Dafont.com

Taylor Swift

Caps Height, X-Height, Ascender, Descender

Notice here that the **caps height** is actually a little below the **ascender** height

New England Patriots

The **x-height** is the height of the lower case letters. In the Hoefler font here, the w is a little below all the rest of the rounded letters.

The g is the lowest **descender**.

Serif, Sans Serif

Serifs are the little tails feet, and wings at the top and bottom of different letters. Some fonts have them, others don't.

Serifs actually make type easier to read. A font with no serifs is called

This font is Helvetica. No serifs here, so this is called **sans serif**.

Boston
RED SOX

This font is called Capitals. Notice it has little "feet" at the bottom of the X. They are called serifs, and this is a serif font. It looks better for a classic baseball team

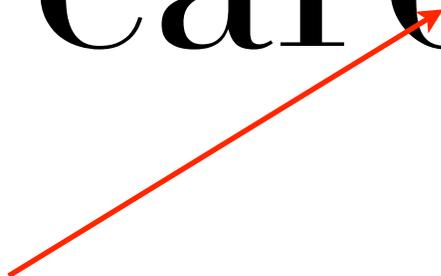# Stroke Weight, Bowl, and Counter

Poker,

This font is called Didot. Some strokes are very light, and some are very heavy. The **stroke weight** varies a lot.
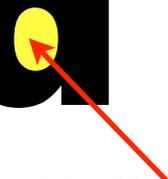
7-card **Stud**

The outside, black part of a rounded letter is called the **bowl**. The inside white part is called the **counter**. Arial Black "d" has a big heavy bowl and and pretty small counter. The Didot font on the left is the opposite. Look at the "d" in 7-card. It has a really big counter inside a very thin, graceful bowl.

The black part of the d is the **bowl**, and the yellow part is the **counter**.

Fonts like Arial Black (shown in the word "Stud" above) have a very uniform, heavy **stroke weig**ht.

Design Workshop

Project #3: A Personal Typography

Learn the terms and meanings of 15 terms by illustrating and defining them. Follow the template in Pages to see how to do it. You will learn the terms by listing and defining them, and showing examples for each of them.

Here's what you put on each page:

Cover sheet:
- Write "My Personal Typography" and put in the definition of typography.
- Make a Word Cloud of your name and include it on the page.

Page 1:
- List the 15 Typography terms.
- Make a fancy colored version of the number "15"
- Include your word cloud again

Page 2:
- Write your name on two lines. Make it 72 point
- Mark and define the words **point size, leading, and baseline**

Page 3:
- Pick a musical artist or group and use it to illustrate the terms.
- Mark and define **font** and **kerning**.

Page 4:
- Pick a team and use it to illustrate the terms.
- Mark and define **Caps Height, X-Height, Ascender**, and **Descender**

Page 5:
- Pick either a new team or a new artist and use it to define the terms.
- Put at least one word in a serif font (with tails and wings and legs) and one word in a sans serif font.
- Mark and define **Serif** and **Sans Serif**

Page 6:
- Pick a game (either computer or an old fashioned game) and use it to define the terms.
- Mark and define **Stroke Weight, Bowl, and Counter**.