

ADV1160

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### Week 3 Terms

**Typeface:** a set of one or more fonts, in one or more sizes, designed with stylistic unity

**Type family:** a complete set of type suitable for printing text

**Font:** a specific size and style of type within a type family

#### **Alignment**

Rag (left / right)

Flush (left / right)

Justify

Centered (rag left & right)

**Set solid:** leading that is equal to the point size of the font in use.

Generally used only with larger display sizes.

**Leading/ Line spacing:** The space between lines.

**Tracking:** space between a group of letters to affect density in a line or block of text.

**Kerning:** The process of adjusting the space between individual letters.

**Letter spacing** and **word spacing:** refers to the general adjustment of space between words in a large piece of text.

#### **Serif**

**Sans serif**

**Grid:** a pattern of regularly spaced horizontal and vertical lines

**Gripper margin/ space:** The unprintable blank edge of paper where the press grippers clap on the edge of the sheet as it is pulled through the press.

**Page safety**

**Page trim**

**Page gutter:** Line or fold at which facing pages meet.

**Spine:** the part of a book's cover that encloses the inner side of the book's pages and that faces outward when the book is shelved;

#### **Title**

**Subtitle**

**Masthead:** the listing in a newspaper or periodical of information about its staff, operation, and circulation.

**Display / headline**

**Subhead**

**By line:** A line at the head of a newspaper or magazine article carrying the writer's name.

**Running head:** A page header or simply header in typography is that material which is separated from the main body of text and appears at the top of a printed page

**Running foot:** A headline or title that is repeated at the bottom of each page.

#### **Text / body copy**

**Greeking/ Latin text:** placeholder text, usually it does not make sense.

**Text column:** A rectangular object that controls the placement of text.

**Indent:** set in from the margin; extra spaces (usually 5) at the beginning of a paragraph

**Bad break:** In composition, starting a page or ending a paragraph with a single word, or widow.

**Typo:** misprint: a mistake in printed matter

**River:** In typography, rivers, or rivers of white, are visually unattractive gaps appearing to run down a paragraph of text. They can occur with any spacing, though they are most noticeable with wide inter-word spaces caused by either full text justification or monospaced fonts.

**Widow:** a single word or part of a word on a line by itself, ending a paragraph, or starting a page, frowned upon in good typography.

**Orphan:** the first line of a paragraph that is set as the last line of a page or column

Leaders:

**Text wrap / runaround:** the technique of flowing text around graphic elements.

**Clipping path:** a means to make parts of an image opaque and parts of an image transparent. Usually it is used to "knock out" the background. It is also a way of changing the rectangular-shaped boundary of a bitmap image into a shape of your choice.

**Lock to baseline:** all letters of paragraphs line up with the same baseline from column to column.

**Call out:** is a quotation or edited from an article that is typically placed in a larger typeface on the same page, serving to lead readers into an article and to highlight a key topic

**Pull quotes:** is a quotation or edited from an article that is typically placed in a larger typeface

**Text gutter / alley**

**Column rule:** Thin vertical line that separates columns.

**Margin:** the boundary line or the area immediately inside the boundary

**Pagination:** the system of numbering pages

**Verso:** the left-hand page of a folded sheet or bound item

**Recto:** the right hand side of a double page,

**Caption:** brief description accompanying an illustration

**Credit:** citation: a short note recognizing a source of information or of a quoted passage

**FPO:** (For Position Only) In digital imaging, typically a low-resolution image positioned in a document to be replaced later with a higher resolution version of the same image.

**Upper case / majuscule**

**Lower case / miniscule**

**Small caps**

**Ligature / kiss** - character consisting of two or more letters combined into one (fi)