ADV1160
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Week 2 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

Anatomy of a Letter
Serif: The stroke that projects form the top or bottom of the main stroke of the letter. Serifs originated with the Roman masons who terminated each stroke in a slab serif to enhance the appearance of the letters.
Sans serif: Printed letters having no serifs at all (without serif).

Baseline: Imaginary line upon which all characters of a given line stand.
Mean line: Imaginary line that makes up the top of the most lowercase letters, such as *a,c i e,* and especially *x*.
Waste-line
X-Height: The height of the body or main element of the lowercase letterform, which falls between mean line and baseline. It is the height of the lowercase letters, such as *a,c,e,r*, and especially *x*.
Ascender: The part of the lowercase letter that rises about the meanline of the letter.
Descender: The part of the lowercase letter that falls below the baseline of the letter.
Counter: The enclosed portion of a letterform.
Stem: The main vertical or oblique stroke of a letter.
Variations in Type: The varying of width and height of the letterforms.
Regular/Roman: The standard weight of a typeface, also referred to as *normal*.
Light: A light version of the *regular* typeface. An extremely light version is referred to as *thin*.
Bold: A heavy version of the *regular* typeface.
Condensed: A narrow version of a *regular* typeface; particularly desirable if it is important to get more letters into a given space. Also referred to as *compressed* or *compact*.
Extended: A wider version of the *regular* typeface. Also known as *expanded*.
Italic/ Oblique:

Basic Measurements:
Inches
Points: Measures type size or point size. 12 points (pt) in one pica.
Picas: Measures the line length or measure. 6 picas in one inch.
Electronic fonts range from a font size of approximately 6 to 72 points.

Formatting Type:
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.

Thumbnail: Art Directors and graphic designers use the term "thumbnail sketch" to describe a small drawing on paper (usually part of a group) used to explore multiple ideas quickly. Thumbnail sketches are similar to doodles, but may include as much detail as a small sketch.