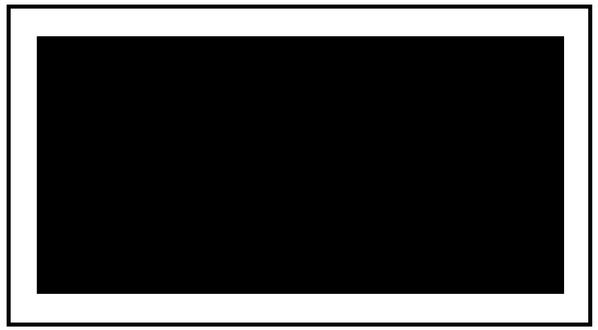
ANATOMY OF LETTERFORMS

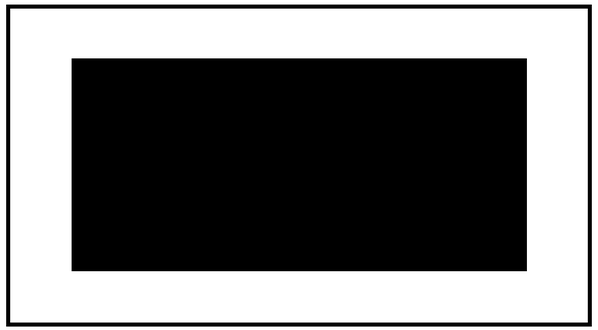
Positive and Negative

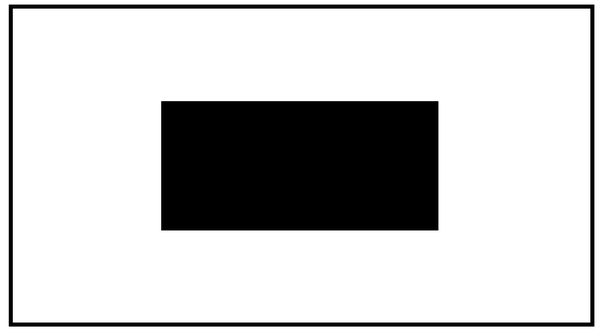
The design of letters is not only about what is there,
but also what is not.

Black space vs. white space.

It is impossible to change the foreground without changing the background. It is unity.







The legibility and character of a typeface is equally defined by the negative space as it is the positive space.

Look at this:

Ideal reading.

Verses this:

The legibility and character of a typeface is equally defined by the negative space as it is the positive space.

STANDARD

SPACE INSIDE

SPACE BETWEEN

A preview of coming attractions:

“kerning”

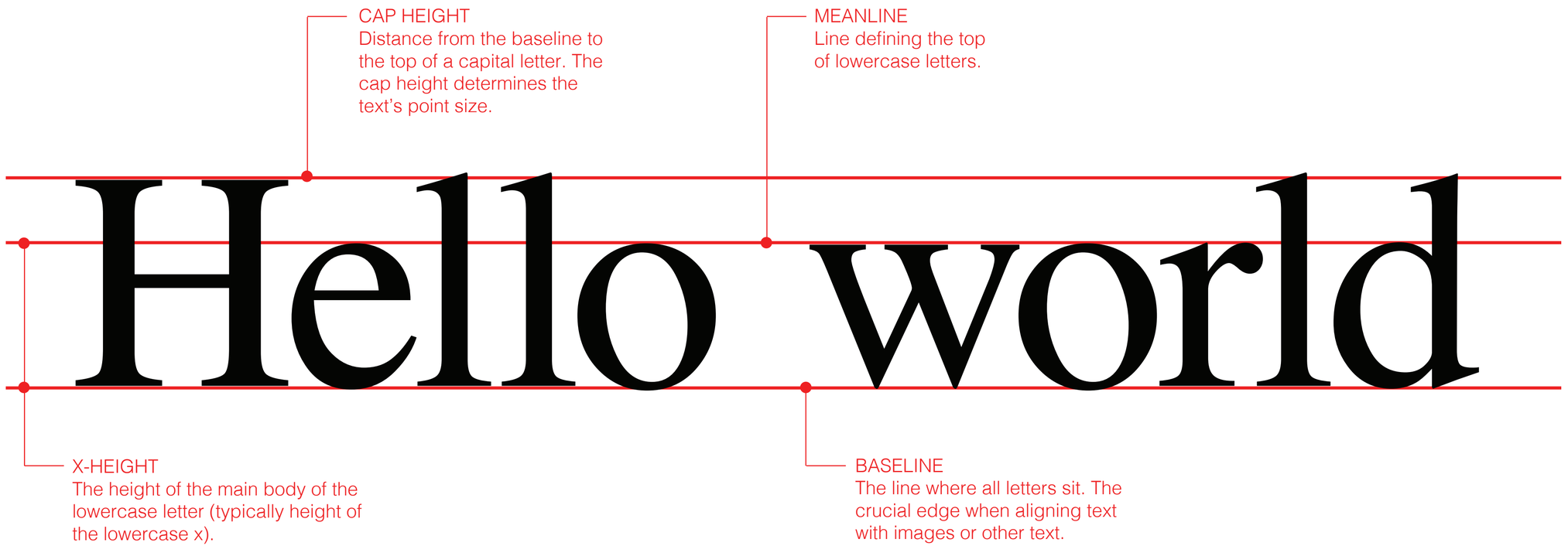
“letterspacing”

Letterspacing

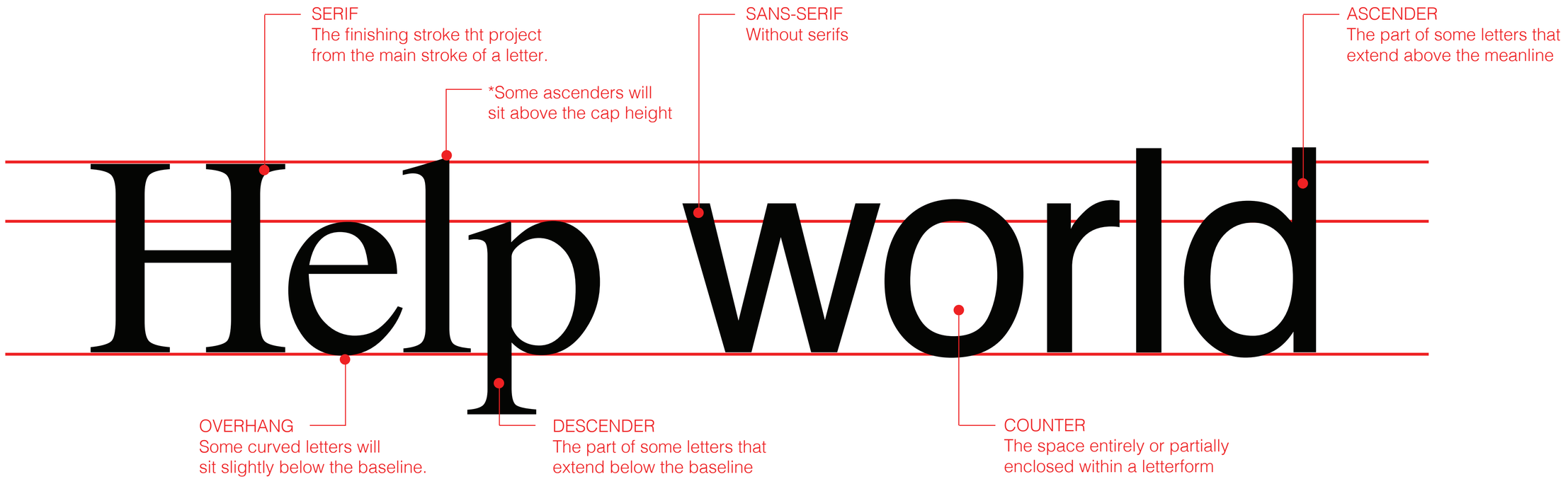
Letterspacing

Anatomy

Anatomy: Line of type



Anatomy: Line of type



Serif vs Sans-Serif

Times New Roman

Georgia

Baskerville

Tiempos

Serif vs Sans-Serif

Helvetica

Futura

Impact

Avenir

Serif or Sans-Serif?

Typography

Serif or Sans-Serif?

Typography

Serif or Sans-Serif?

Serif or Sans-Serif?

Typography

Serif or Sans-Serif?

Typography

Serif or Sans-Serif?

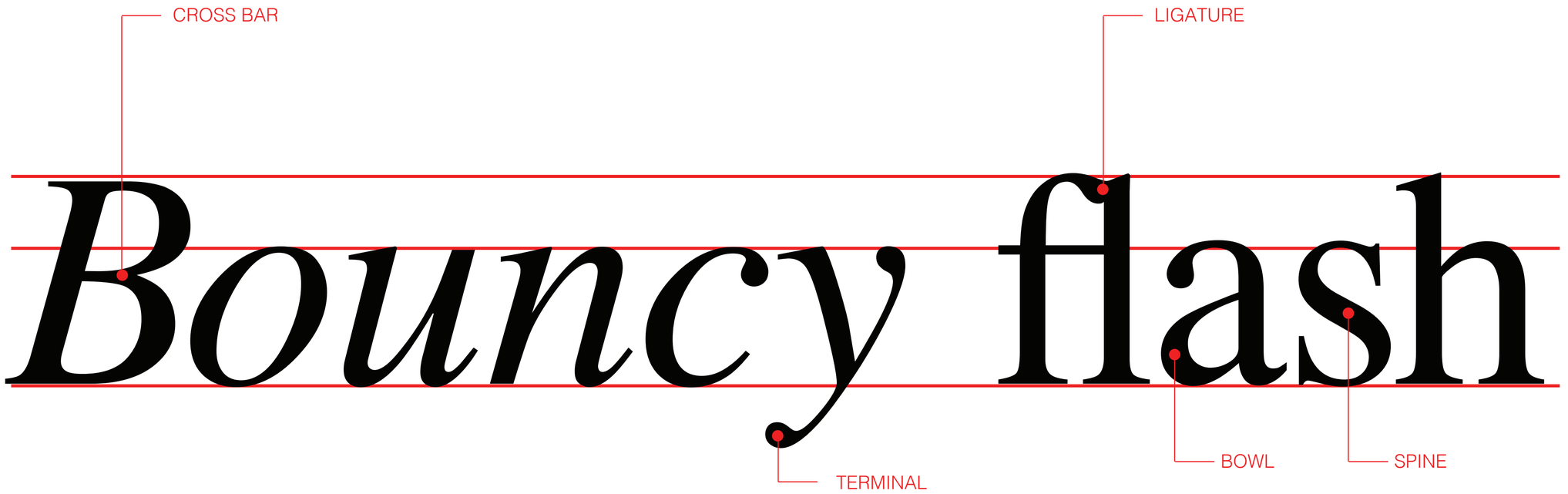
Typography

Serif or Sans-Serif?

Serif or Sans-Serif?

Typography

Anatomy: parts of letters



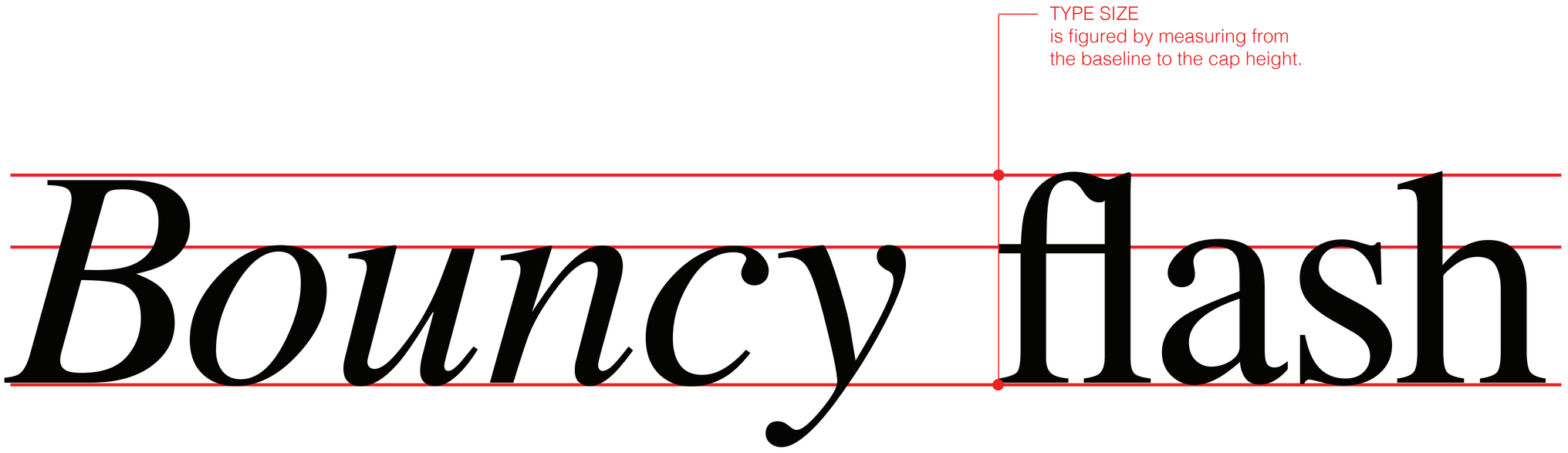
Type Measurement

Point: The unit of measurement for typography. **1 pt = 1/72 inches**

Pica: larger unit of measurement for typography. **12 pt = 1 pica**

Abbreviations
8 picas = 8p
8 points = 8pt or 0p8
4 picas 3 points = 4p3

Finding the type size



Are these the same size?

Fast Forward

Are these the same size?

Fast Forward

Both of these typefaces are 300pt.
Why are they different sizes?

When two typefaces are set in the same point size, one often looks bigger than the other. Differences in x-height, line weight and character width affects the letters' apparent scale.

Quiz!


Aake


some


Bake


yes

today

Thurs


Type