

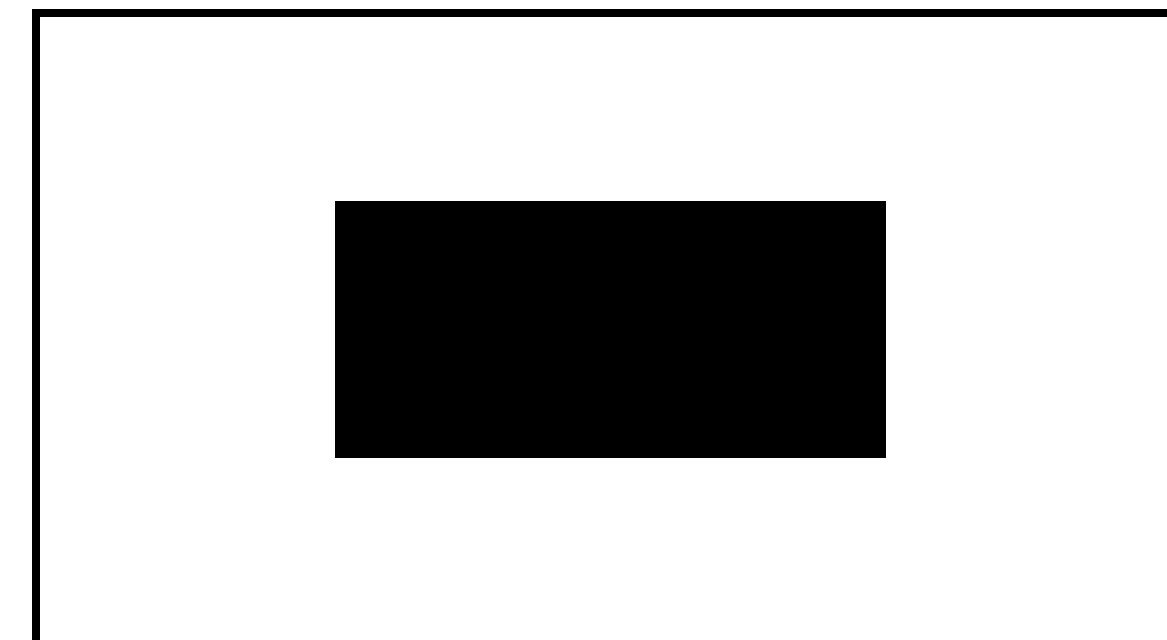
ANATOMY OF LETTERFORMS

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.

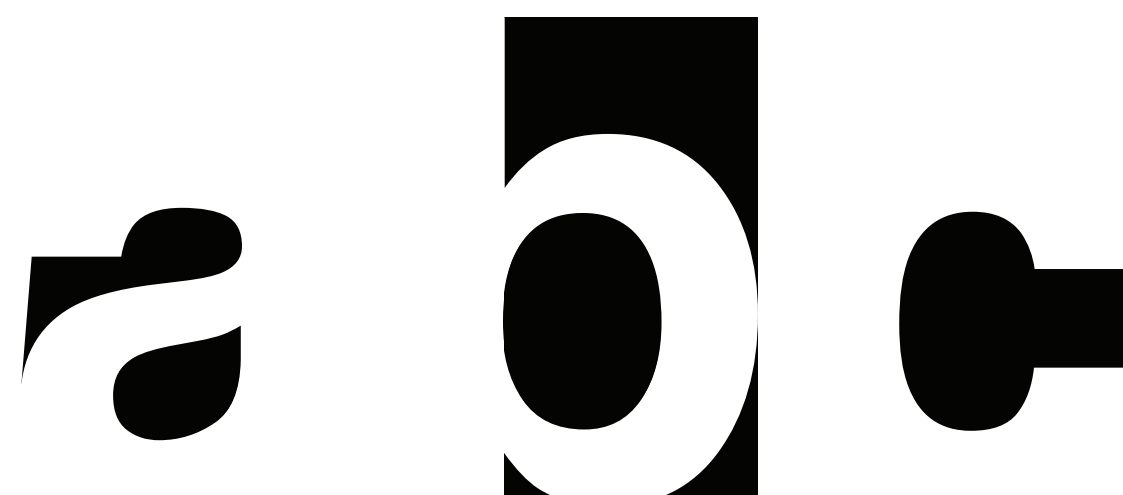
Verses this:

I look weird.

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

The image shows the lowercase letters 'a', 'b', and 'c' in a bold, sans-serif typeface. The letters are solid black and have a consistent, uniform thickness throughout.

STANDARD



SPACE INSIDE



SPACE BETWEEN

A preview of coming attractions:

“kerning”

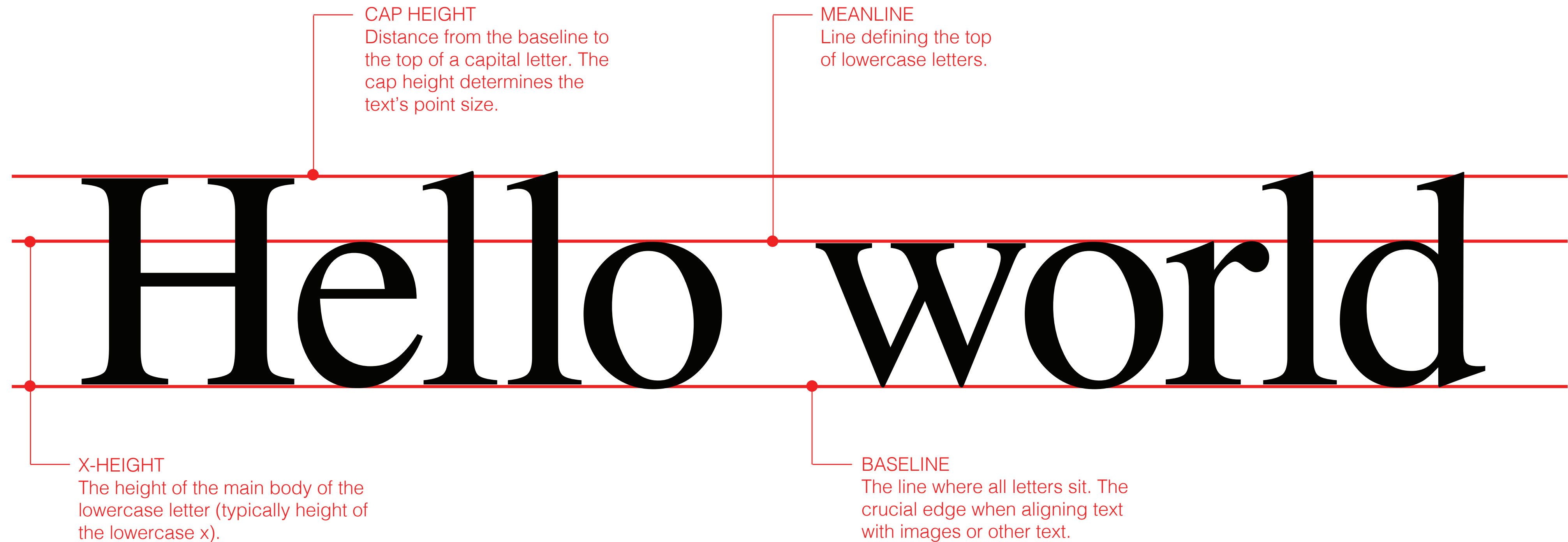
“letterspacing”

Letterspacing

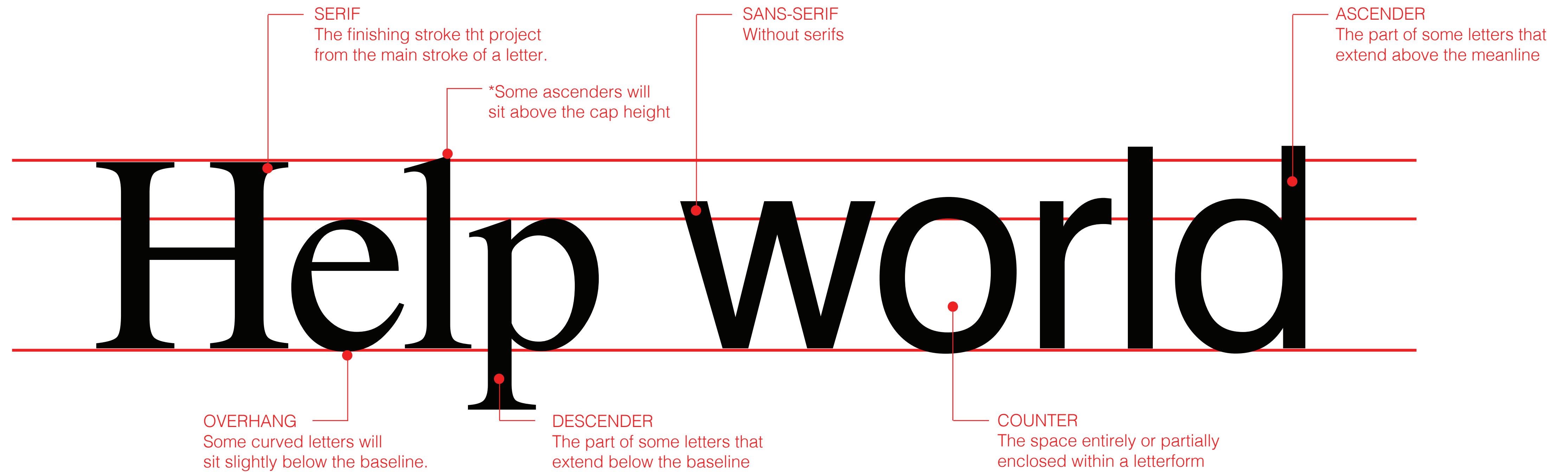
Letterspacing

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?

Typography

Serif or Sans-Serif?

Typography

Serif or Sans-Serif?

Typography

Serif or Sans-Serif?

Typography

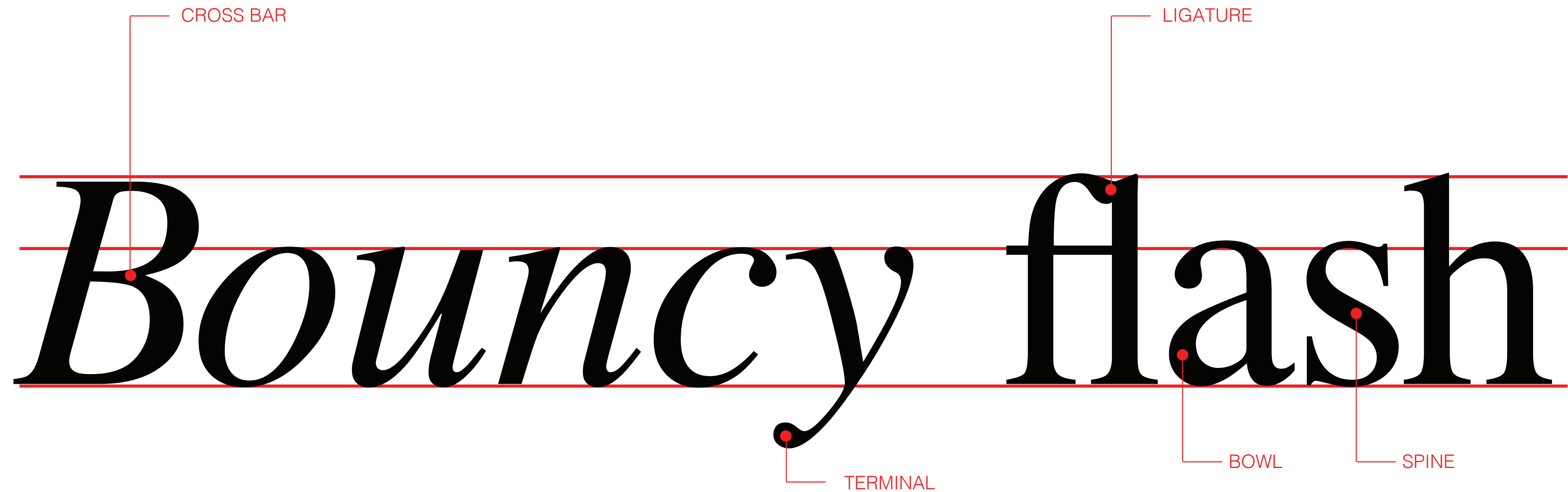
Serif or Sans-Serif?

Typography

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

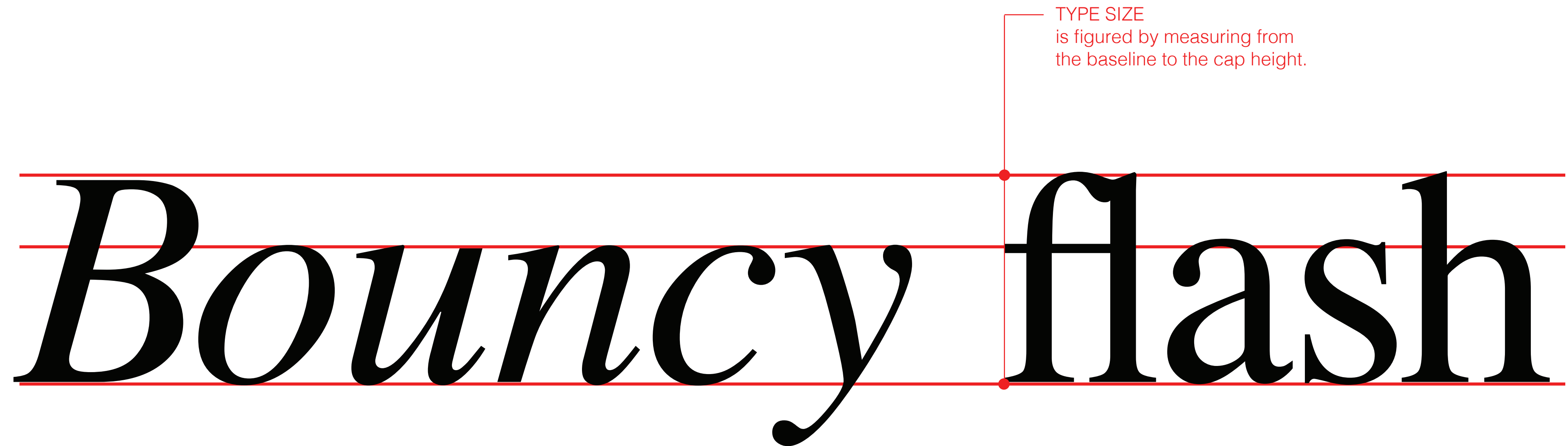
8 picas = 8p

8 points = 8pt or 0p8

4 picas 3 points = 4p3

Finding the type size

Bouncy flash



The diagram illustrates the measurement of type size for the word "flash". It features three horizontal red lines: a top line at the peak of the capital 'F', a middle line at the top of the lowercase 'l', and a bottom line at the baseline. A vertical red line with dots at the top and bottom intersects these three lines. A red bracket on the right side of the vertical line spans from the top line to the bottom line, indicating the measurement of the type size.

TYPE SIZE
is figured by measuring from
the baseline to the cap height.

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!

Flake

some

Bake

yes

today

Thurs]

Type
