

Typography 101

What is Typography?

- Typeface? Font?
- Typeface Classifications
 - Serif
 - Sans-Serif

Serif

Sans-Serif

Anatomy of Type



Ascender

Decender

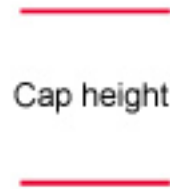
Arm

Counter

Serif

Stem

Stroke



Cap height



x-height

Kerning and Tracking

Ke r ni ng
Kerning

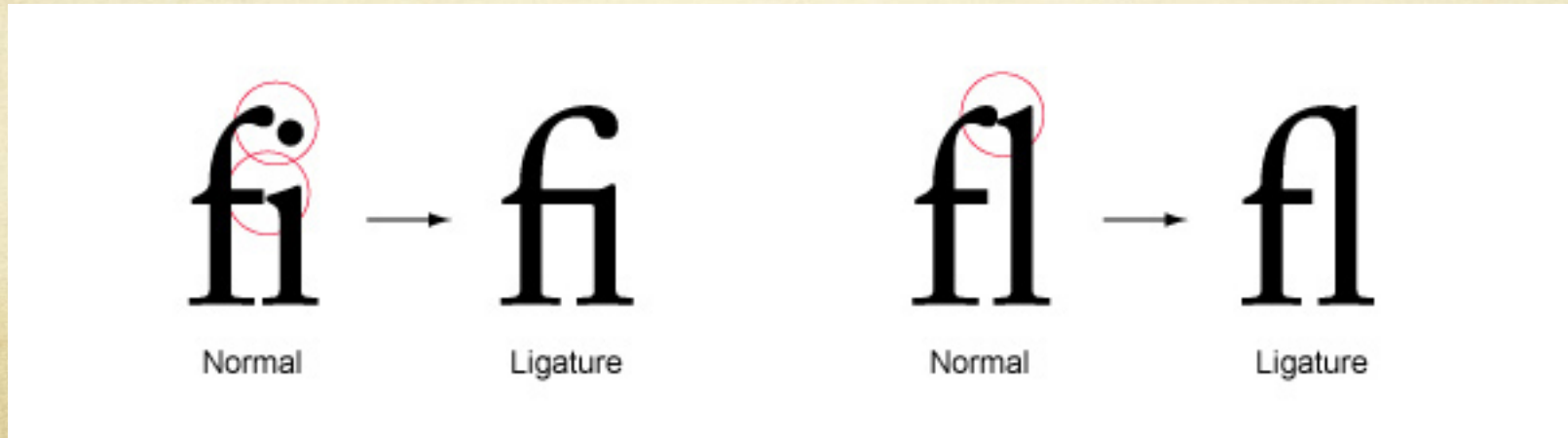
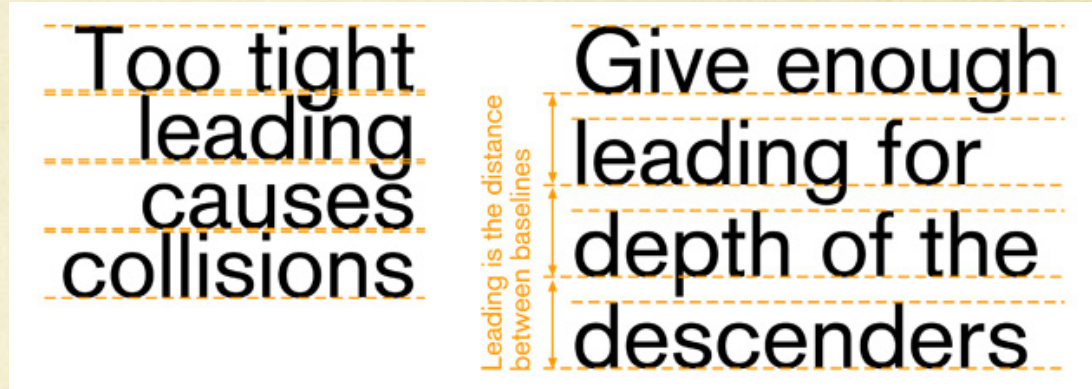
normal tracking

loose tracking

tight tracking

Other Typography Terms

- Alignment
- Leading
- Ligatures



6 Main Categories

○ Old Style

○ Serif

○ Modern

○ Sans Serif

○ *Script*

○ **DECORATIVE**