Typography Basics

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Terms:

- Type
- Typography
- Typeface
- Letter
- Letterform
- Font

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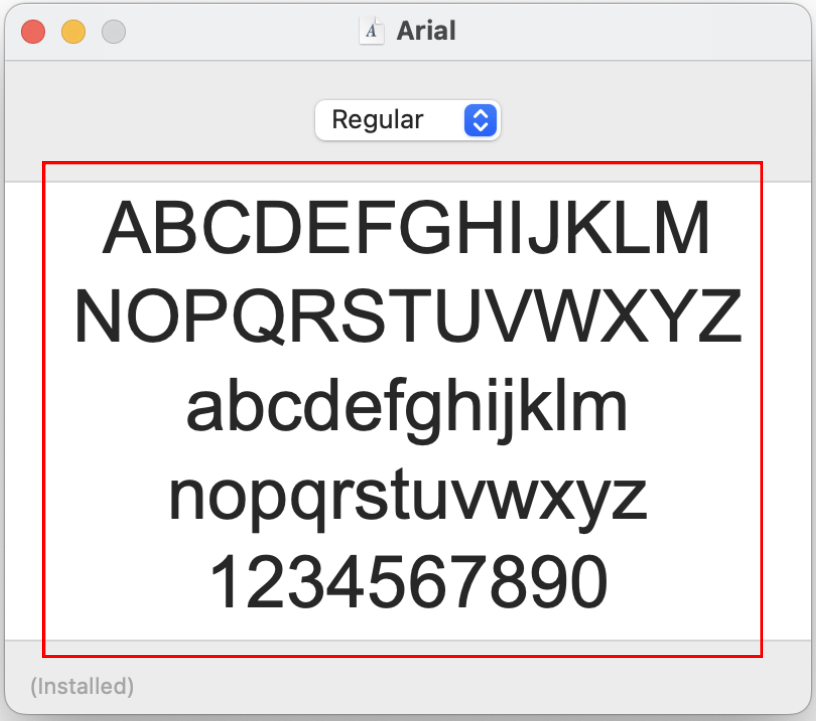

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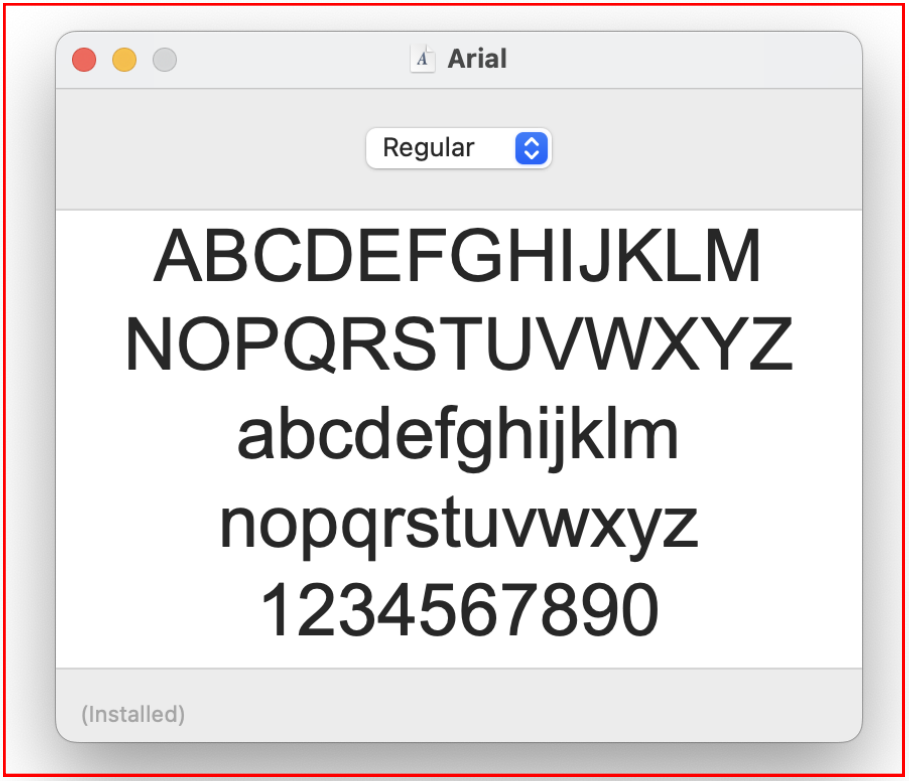

ttf, otf, woff, woff2

Serif: example in Times New Roman, 60px

Yale School of Art

Sans-serif or Sans: example in Helvetica, 60px

Yale School of Art

Courier: 60px

Yale School of Art

Andale Mono: 60px

Yale School of Art

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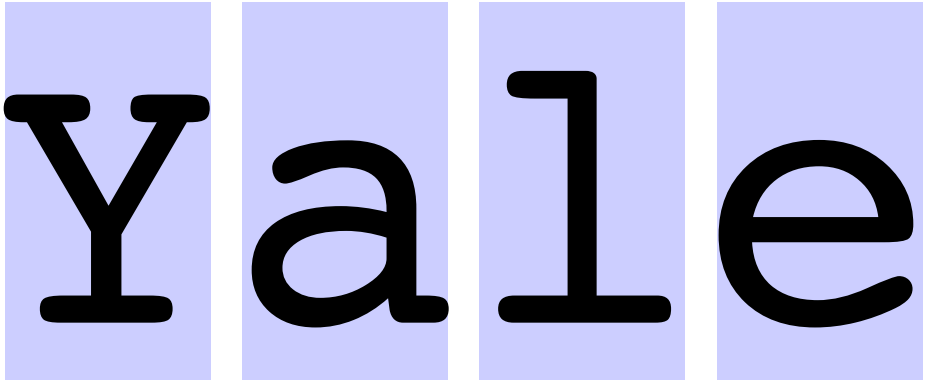
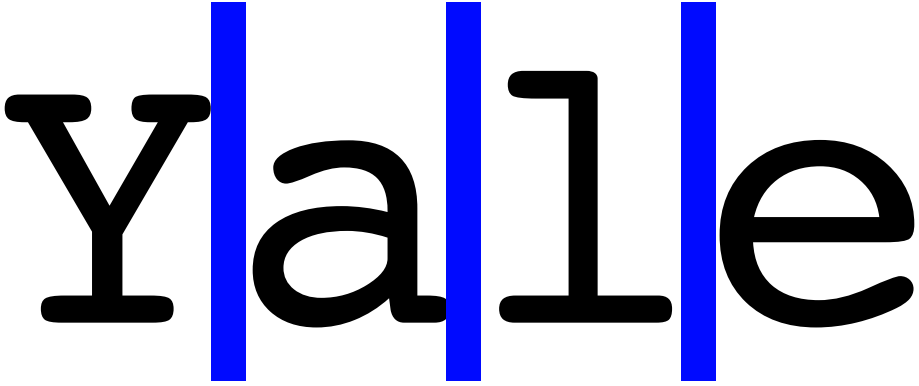
Yale School of Art

Courier



Courier

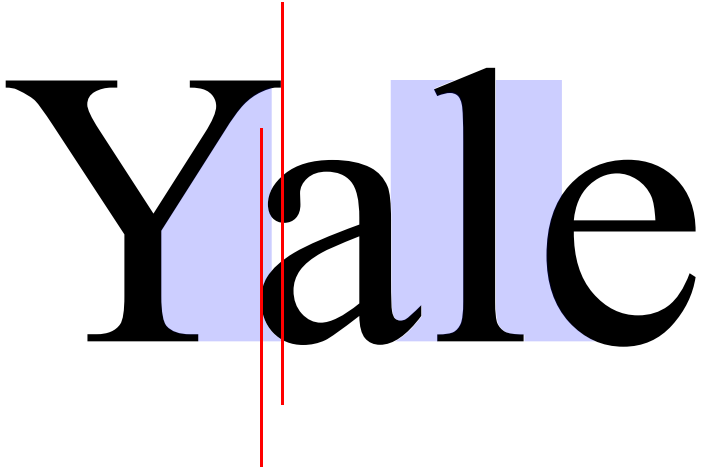


Letter spacing

Times New Roman

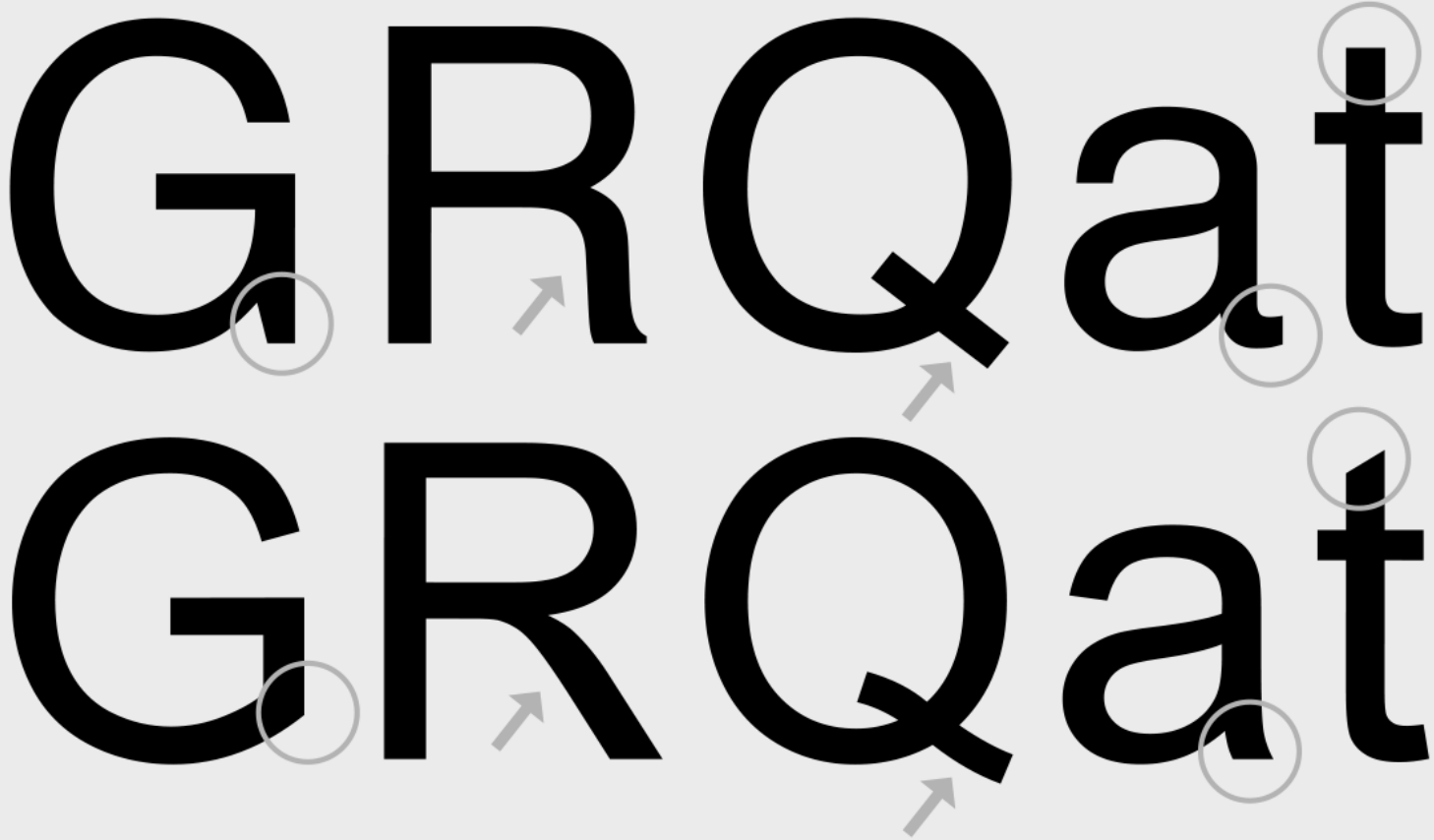
Letter spacing

Times New Roman

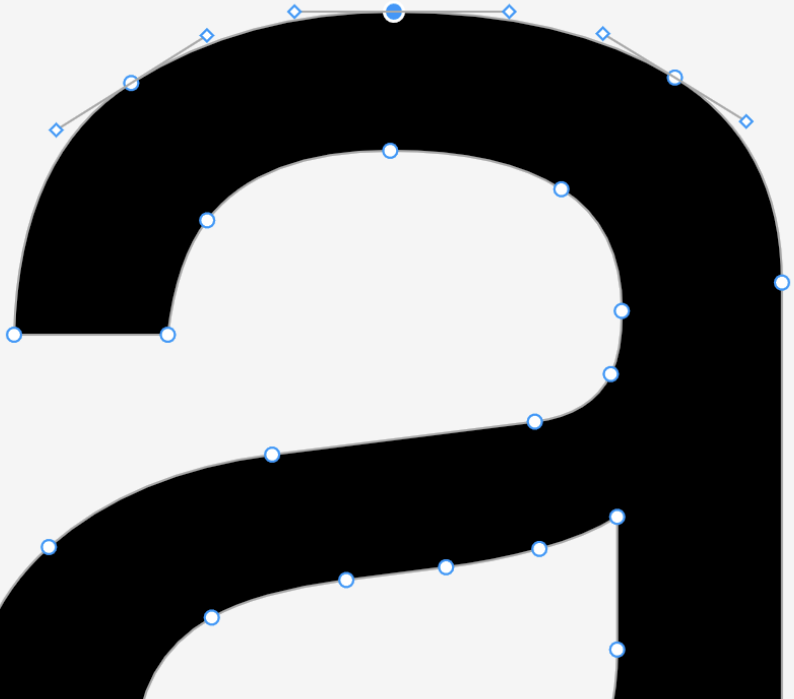


Kerning

HELVETICA VS. ARIAL: PRIMARY DIFFERENCES



Helvetica: lower case “a”



Exercise (40 min):

Take one of the alt text you wrote from last class, and make a digital poster (a webpage) only use type elements.
Use typefaces from the web safe fonts list.

```
font-family
font-weight
font-size
font-style
text-align
text-transform
line-height
letter-spacing
```

```
padding, margin, border, box-sizing
display, position
height, width
top, bottom, right, left, float*
```