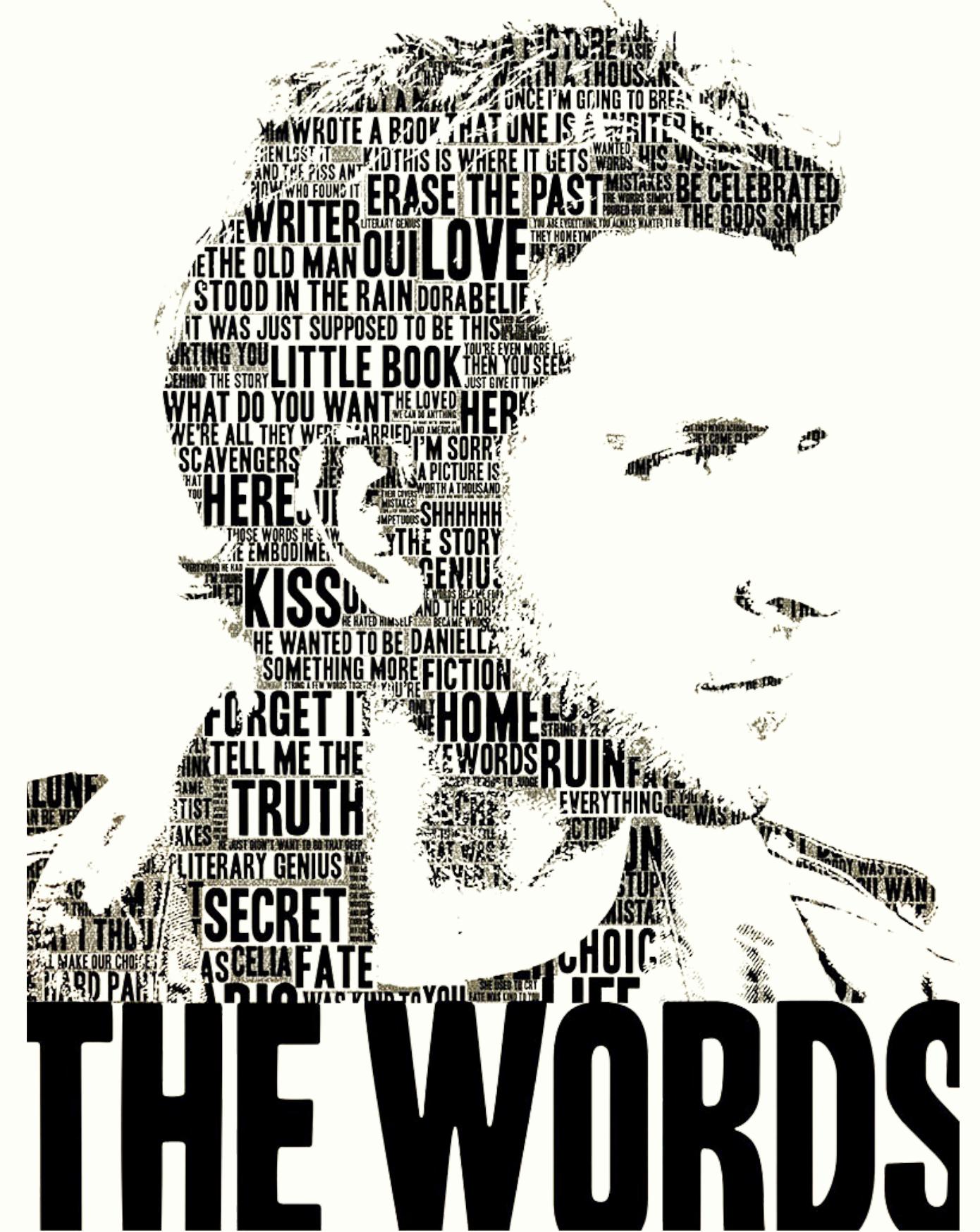


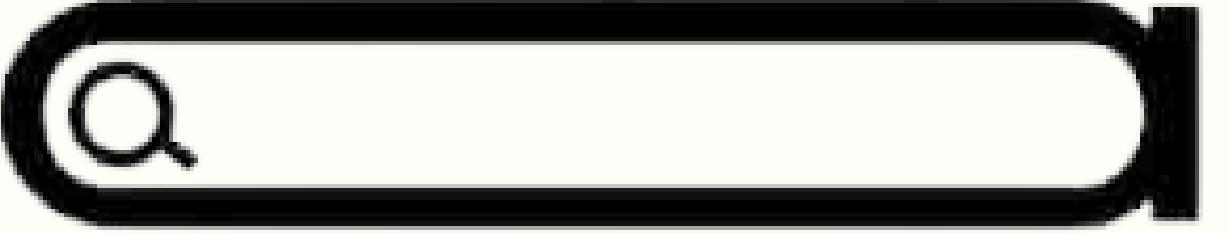
**TOP SECRET**

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AGAIN

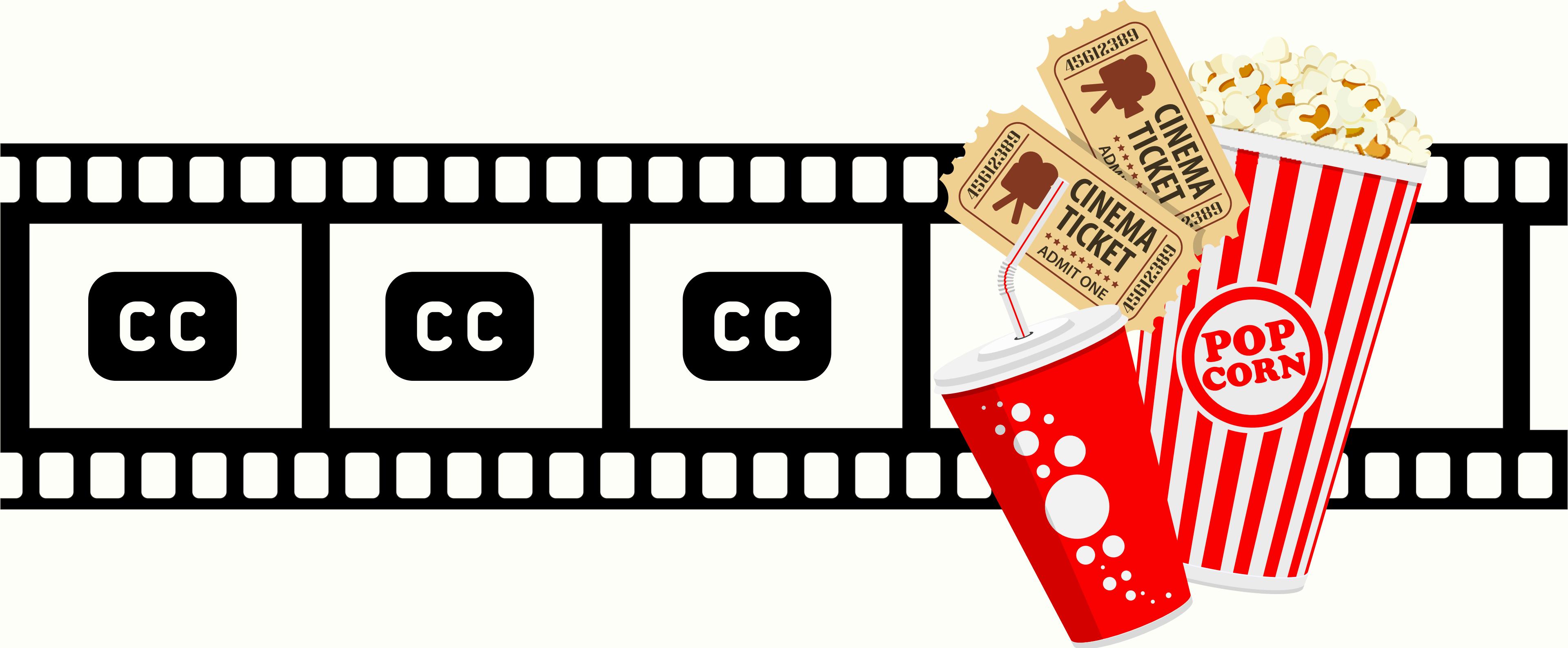


-- JEREMY IRONS DENNIS QUAID OLIVIA WILDE AND ZOE SALDANA



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LAWRENCE LESSIG

# FREE CULTURE

THE NATURE AND FUTURE OF CREATIVITY

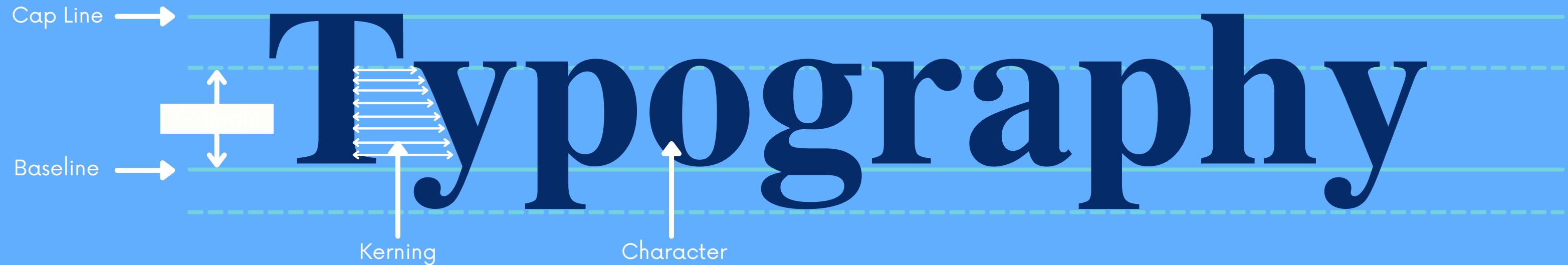
"A powerfully argued and important analysis... it is also surprisingly  
entertaining." —THE NEW YORK TIMES BOOK REVIEW

# TYPOGRAPHY 101

Jiya Manchanda

WHAT'S IN A FONT?

# Type Foundations



## Character

An individual symbol that is part of a set that forms a typeface. It includes letters, numbers, and punctuation marks.

## Cap Line

The line that marks the upper boundaries of capital letters, as well as that of some lowercase letters' ascenders.

## X-Height

The height of a typeface's lower case letters, excluding ascenders and descenders.

## Baseline

This is the imaginary line on which letters and other characters rest on.

## Kerning

The horizontal space between two consecutive letters or characters.

# Anatomy of a Letter

## Bar

A horizontal stroke that is not connected to a stem on one or both sides.

## Stroke

A single linear element, either curved or straight, that makes up a character.

## Counter

The space enclosed (or partially enclosed) inside a letter bound by curves, stems, or strokes.

## Joint

The part of a letter where the stroke connects to the stem.

## Ascender

The part of a letter (usually lowercase) that goes above the x-height.

## Shoulder

The stroke that curves downward from a stem.



## Stem

The main stroke of a letterform. This is usually vertical.

## Descender

The part of a letter that goes below the baseline.

## Loop

The curved lower portion of a lower case "g".

## Bowl

The part of the letter that is closed, rounded, or curved.

## Foot

The part of a letter's stem that falls on the baseline.

## Tail

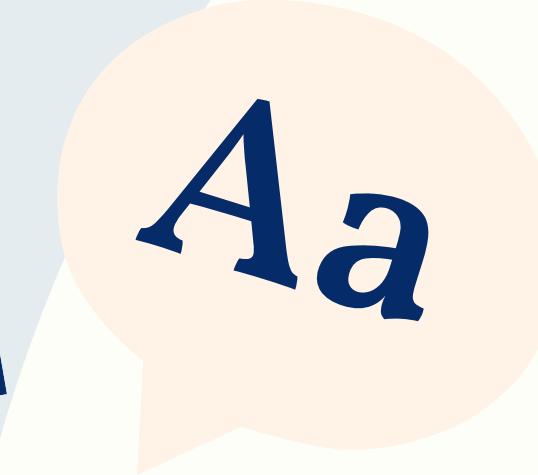
Another name for the descender.



Aa



Serif



Aa

Serif is a short line found at the ends of a letterform. These are often decorative in function and gives fonts a traditional look. Serif is also used to refer to the category of typefaces with this characteristic.





**EQUALITY**

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Aa

**Sans**

Aa

This is the typeface or category  
of typefaces without the serif.  
This gives fonts in this category a  
modern and minimalist look.  
"Sans" means "without."



EQUITY

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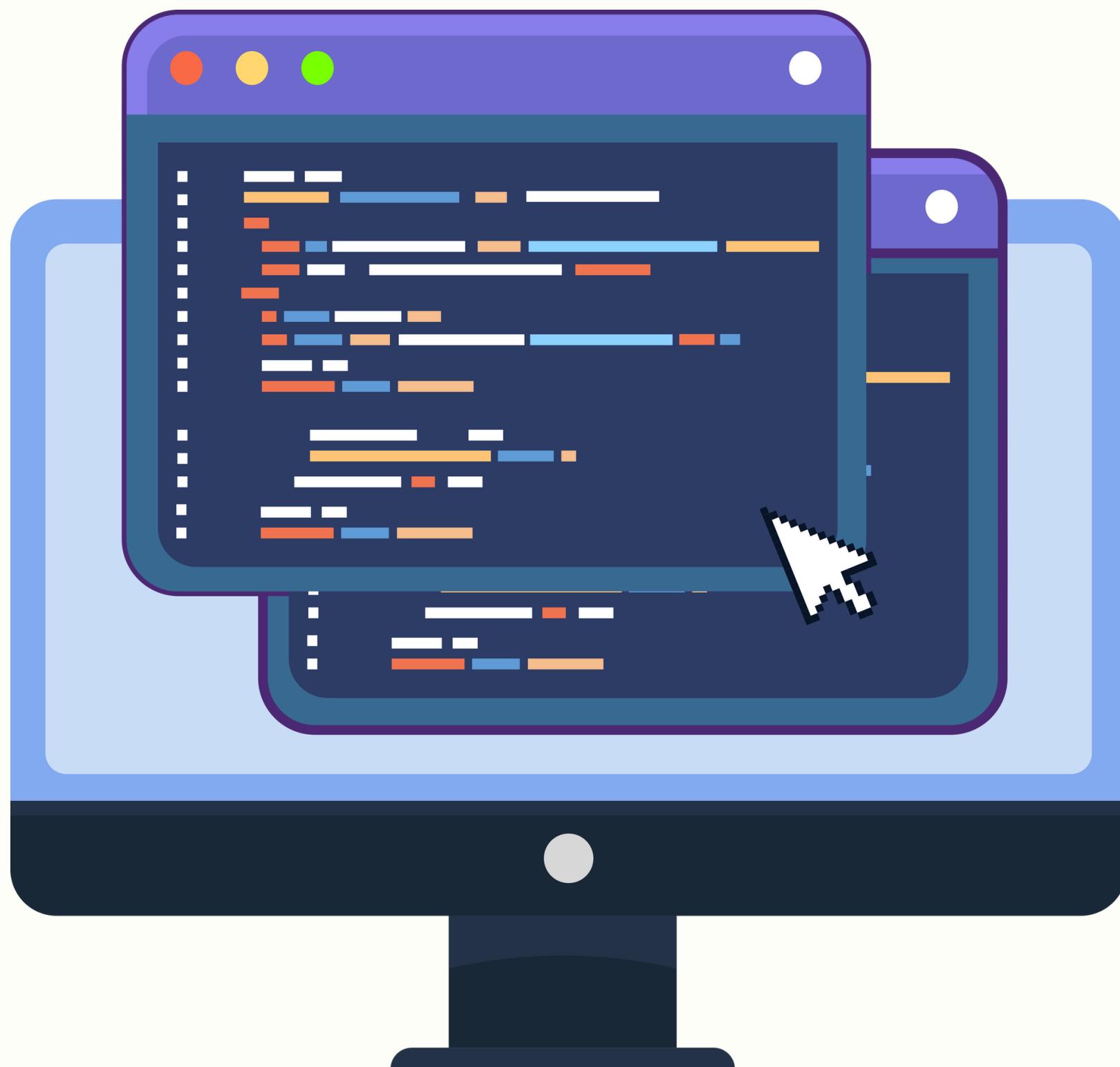
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# Sans-Serif



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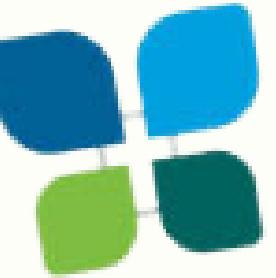
These show how equity stands for so much more than just creating exceptions in our daily lives to accommodate minorities. It proves that equity demands mainstreaming without calling out the differences between you and me.

”

**hhmi**

---

Howard Hughes  
Medical Institute



**Advent Health**



Thnx!

Bye

Thank You!

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