

# **Typography Notes**

## **By: John Michael Needham**

### **Definitions:**

Leading is the space between lines of text.

Tracking is the space between individual characters.

Kerning is adjusting the space between certain groups of characters (for example V and A).

Ligature is a glyph that combines the shapes of certain sequences of characters into a new form that makes for a more harmonious reading experience.

Measurements: 1 pixel (px) is .75 points (pts). 12 pts= 1 inch = 16 px = 1 em (> 16 px is called a rem.

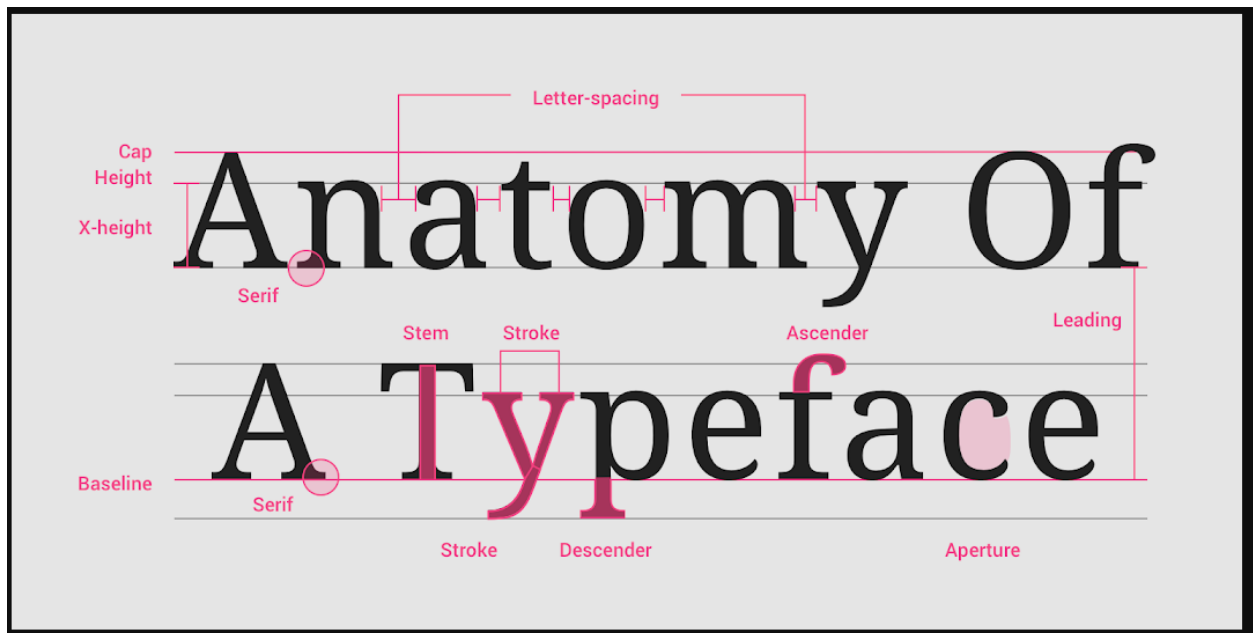
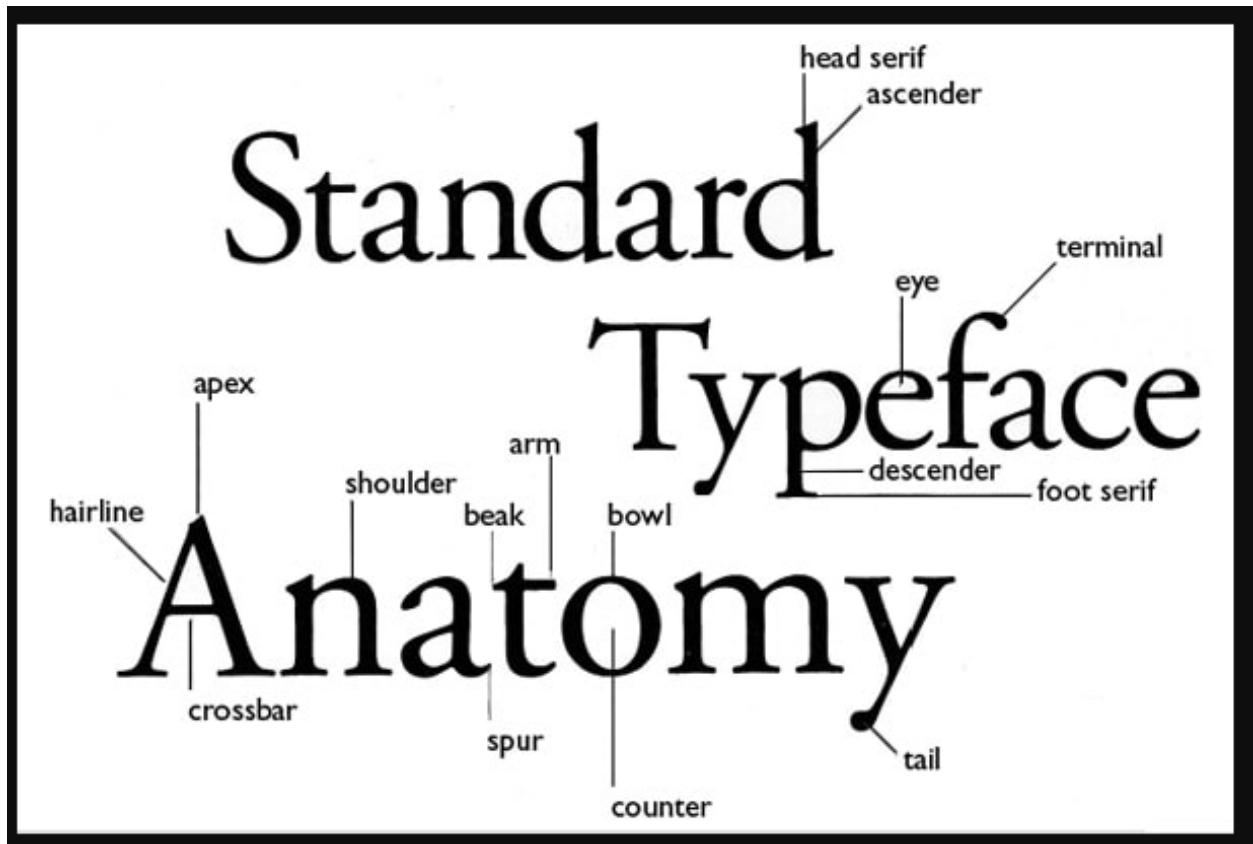
## **Anatomy of a Typeface**

### **Types of fonts:**

- **Serif:** fonts with decorative marks
- **Sans-Serif:** fonts lacking decorative marks.
- **Display:** Mainly used for logos or special cases.
- **Script:** Cursive or calligraphy-style fonts
- **Handwritten:** not a script, custom-made.

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**Works Cited**

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