

Typography Notes

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.

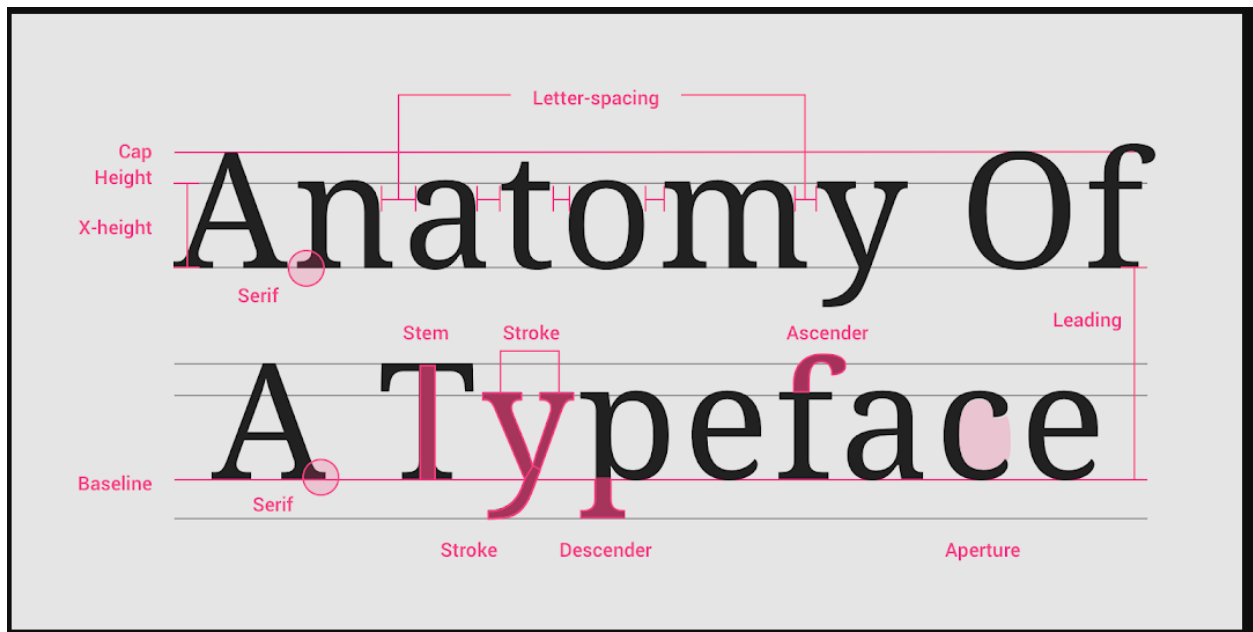
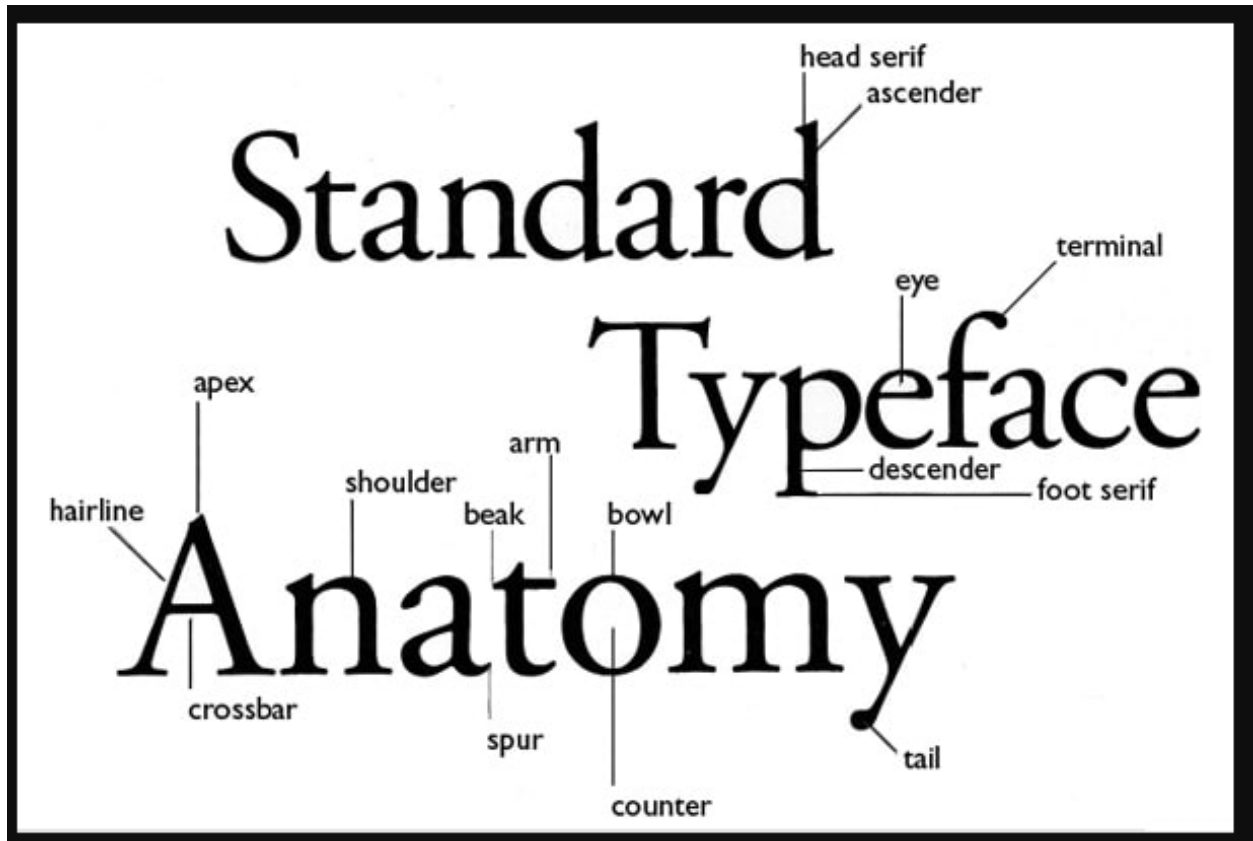
Measurements: 1 pixel (px) is .75 points (pts). 12 pts= 1 inch = 16 px = 1 em (> 16 px is called a rem).

Anatomy of a Typeface

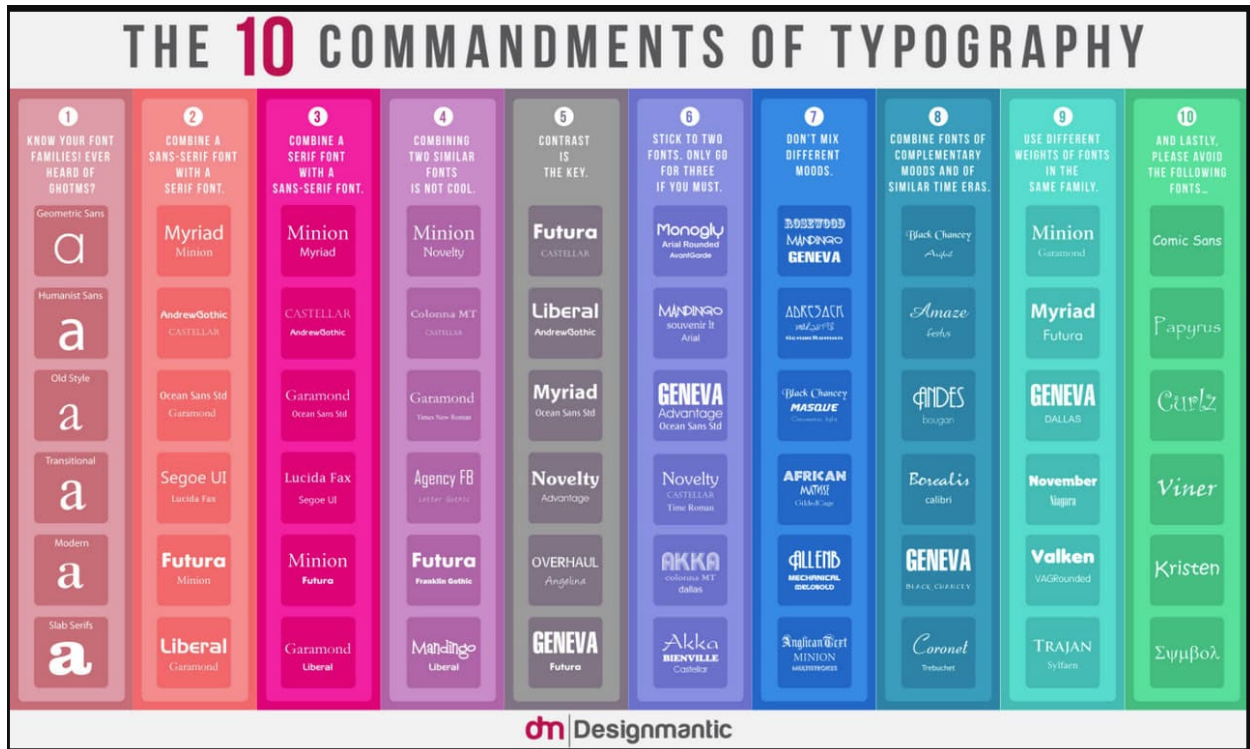
Types of fonts:

- 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

“Create Website and Email Newsletter Design Online.”

Designmodo, designmodo.com. Accessed 23 Aug. 2024.

“Material Design - Anatomy of a Typeface.” *Material Design*,

m2.material.io. Accessed 23 Aug. 2024.