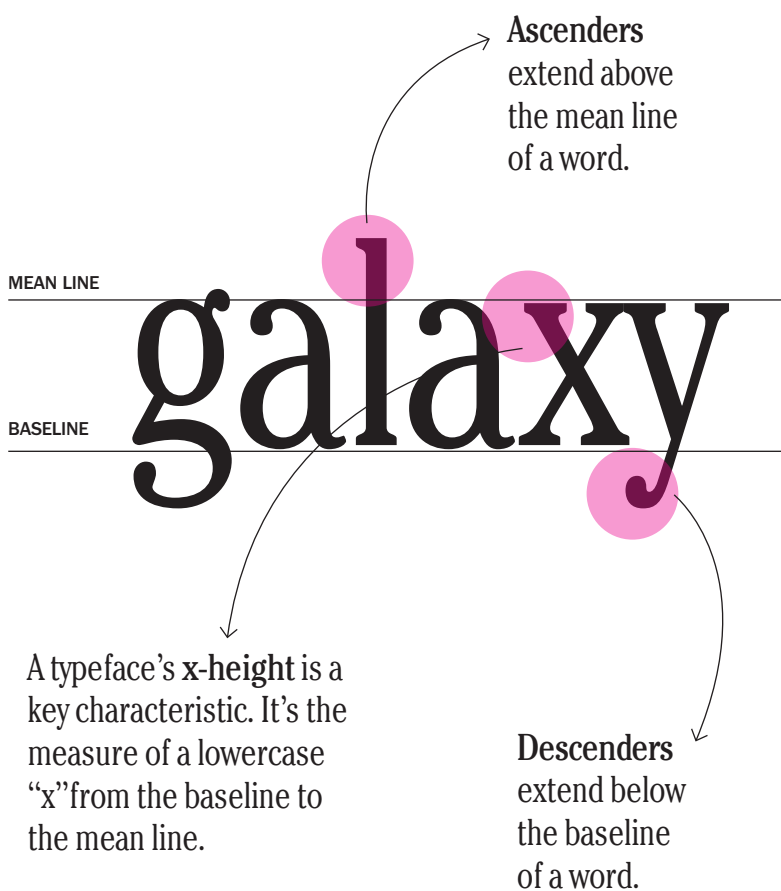


TYPE TALK

Breaking the fourth wall of magazine design and discussing a few typographic space terms



BY MIA TORRES

Tracking is the uniform spacing between letters. A line of text can be tracked "in" like this or "out" like this.

Kerning is the space between individual letters — not consistent throughout a word. Sometimes you need to adjust kerning in words like "dwarf planet" if the "w" is too close to the others.

Leading is another form of typographic space. It refers to the space between the baselines of successive lines of text.

Loose leading looks like this.

See? Lots of space.

And tight leading looks like this. Very close. Very cozy.

MAKING THE PAGE LIMIT

We've all been there. It's the night before a big paper is due and you're struggling to make the page limit. When desperate times call for desperate measures, consider these typeface tips.

If you're not tied to Times New Roman, try out one of these typefaces if you need to make four pages inch closer to eight.

Lucida Sans Typewriter
Courier New

On the opposite end of the spectrum and past the limit? Try out a lighter typeface to reduce your page count.

Gill Sans light

Stuck with 12 pt. Times New Roman? There's always the good old bump-up-the-size-of-your-periods trick.

Times New Roman.