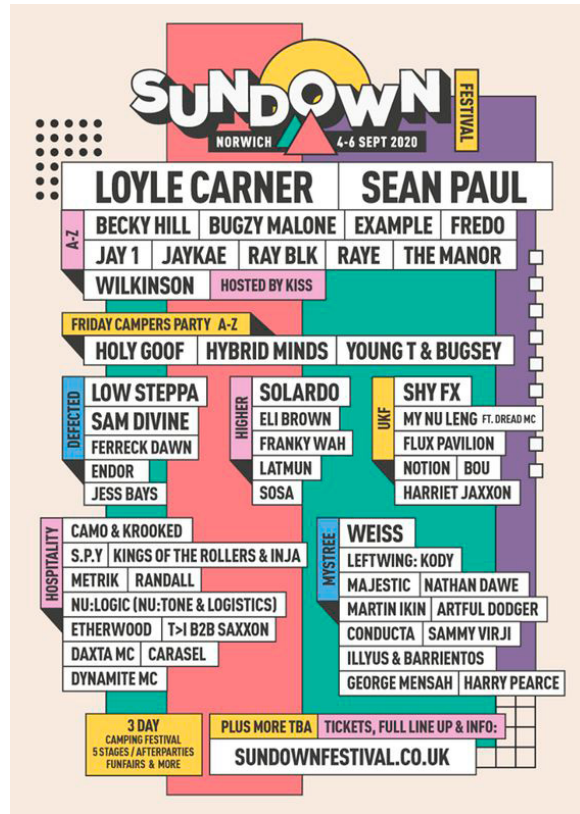


## TERMS

Check all the terms that apply to this composition:

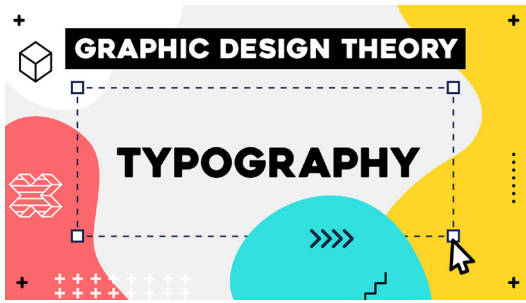
- Ascender height
- Baseline
- Blackletter
- Calligraphy
- Cap height
- Descender
- Descender line
- Font
- Font pairing
- Glyph
- Hanging punctuation / Exdentation
- Kerning
- Leading
- Legibility
- Lettering
- Ligature
- Measure / Line length
- Monospaced
- Orphan
- Rag
- Readability
- River
- Runt
- Serif
- Set width
- Tracking
- Type
- Typeface
- Widow
- X-height

## DESIGN ANALYSIS EXERCISE



Describe in your own words what makes this composition work:

Can you think of ways to improve this composition?



## TERMS

Check all the terms that apply to this composition:

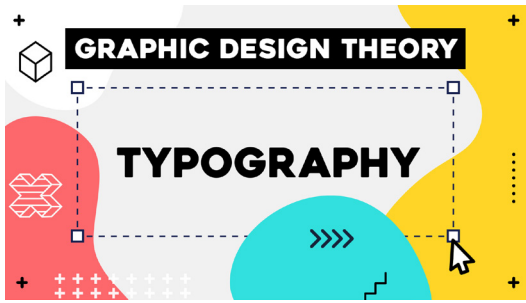
- Ascender height
- Baseline
- Blackletter
- Calligraphy
- Cap height
- Descender
- Descender line
- Font
- Font pairing
- Glyph
- Hanging punctuation / Exdentation
- Kerning
- Leading
- Legibility
- Lettering
- Ligature
- Measure / Line length
- Monospaced
- Orphan
- Rag
- Readability
- River
- Runt
- Serif
- Set width
- Tracking
- Type
- Typeface
- Widow
- X-height

## DESIGN ANALYSIS EXERCISE



Describe in your own words what makes this composition work:

Can you think of ways to improve this composition?



## TERMS

Check all the terms that apply to this composition:

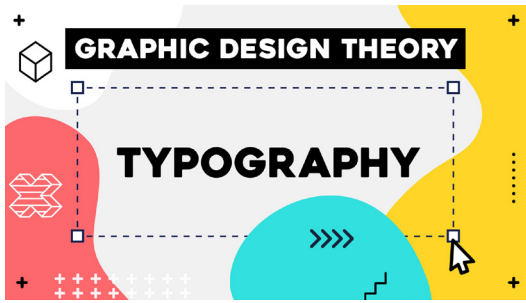
- Ascender height
- Baseline
- Blackletter
- Calligraphy
- Cap height
- Descender
- Descender line
- Font
- Font pairing
- Glyph
- Hanging punctuation / Exdentation
- Kerning
- Leading
- Legibility
- Lettering
- Ligature
- Measure / Line length
- Monospaced
- Orphan
- Rag
- Readability
- River
- Runt
- Serif
- Set width
- Tracking
- Type
- Typeface
- Widow
- X-height

## DESIGN ANALYSIS EXERCISE



Describe in your own words what makes this composition work:

Can you think of ways to improve this composition?



## TERMS

Check all the terms that apply to this composition:

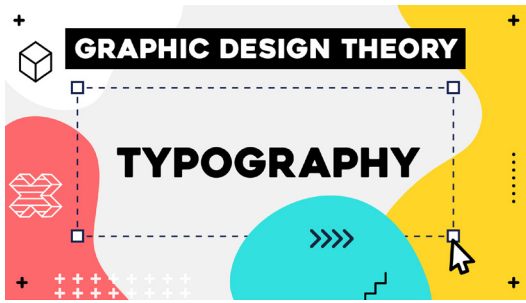
- Ascender height
- Baseline
- Blackletter
- Calligraphy
- Cap height
- Descender
- Descender line
- Font
- Font pairing
- Glyph
- Hanging punctuation / Exdentation
- Kerning
- Leading
- Legibility
- Lettering
- Ligature
- Measure / Line length
- Monospaced
- Orphan
- Rag
- Readability
- River
- Runt
- Serif
- Set width
- Tracking
- Type
- Typeface
- Widow
- X-height

## DESIGN ANALYSIS EXERCISE



Describe in your own words what makes this composition work:

Can you think of ways to improve this composition?

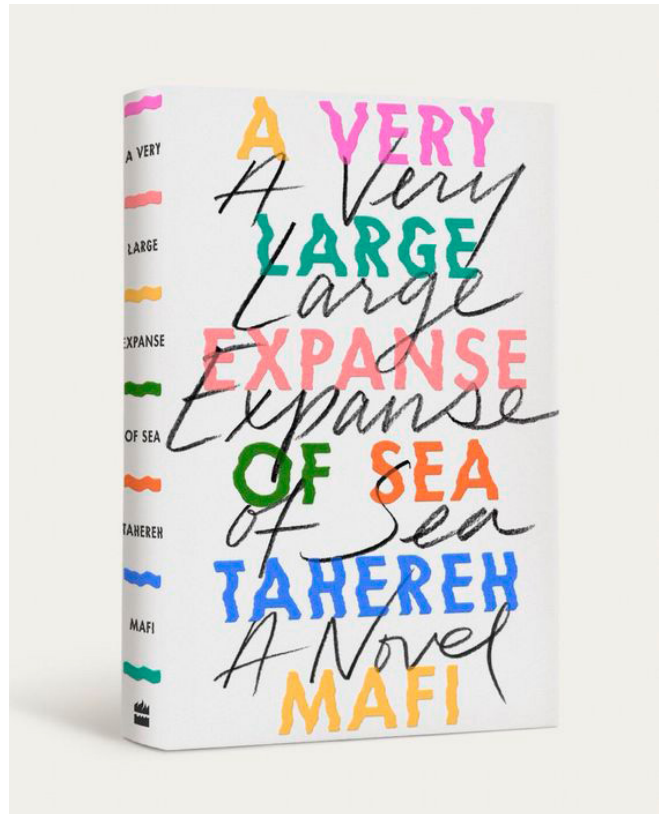


## TERMS

Check all the terms that apply to this composition:

- ☐ Ascender height
- ☐ Baseline
- ☐ Blackletter
- ☐ Calligraphy
- ☐ Cap height
- ☐ Descender
- ☐ Descender line
- ☐ Font
- ☐ Font pairing
- ☐ Glyph
- ☐ Hanging punctuation / Exdentation
- ☐ Kerning
- ☐ Leading
- ☐ Legibility
- ☐ Lettering
- ☐ Ligature
- ☐ Measure / Line length
- ☐ Monospaced
- ☐ Orphan
- ☐ Rag
- ☐ Readability
- ☐ River
- ☐ Runt
- ☐ Serif
- ☐ Set width
- ☐ Tracking
- ☐ Type
- ☐ Typeface
- ☐ Widow
- ☐ X-height

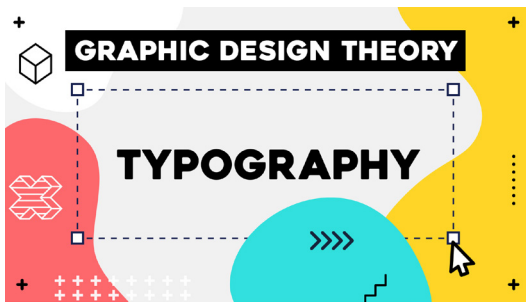
## DESIGN ANALYSIS EXERCISE



Describe in your own words what makes this composition work:

Can you think of ways to improve this composition?





## TERMS

Check all the terms that apply to this composition:

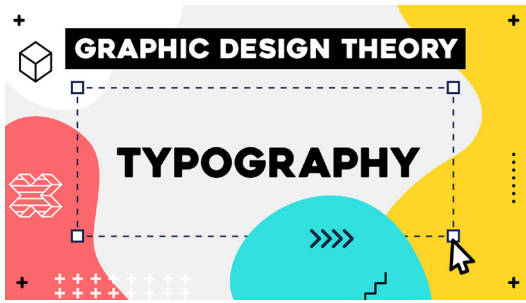
- Ascender height
- Baseline
- Blackletter
- Calligraphy
- Cap height
- Descender
- Descender line
- Font
- Font pairing
- Glyph
- Hanging punctuation / Exdentation
- Kerning
- Leading
- Legibility
- Lettering
- Ligature
- Measure / Line length
- Monospaced
- Orphan
- Rag
- Readability
- River
- Runt
- Serif
- Set width
- Tracking
- Type
- Typeface
- Widow
- X-height

## DESIGN ANALYSIS EXERCISE



Describe in your own words what makes this composition work:

Can you think of ways to improve this composition?

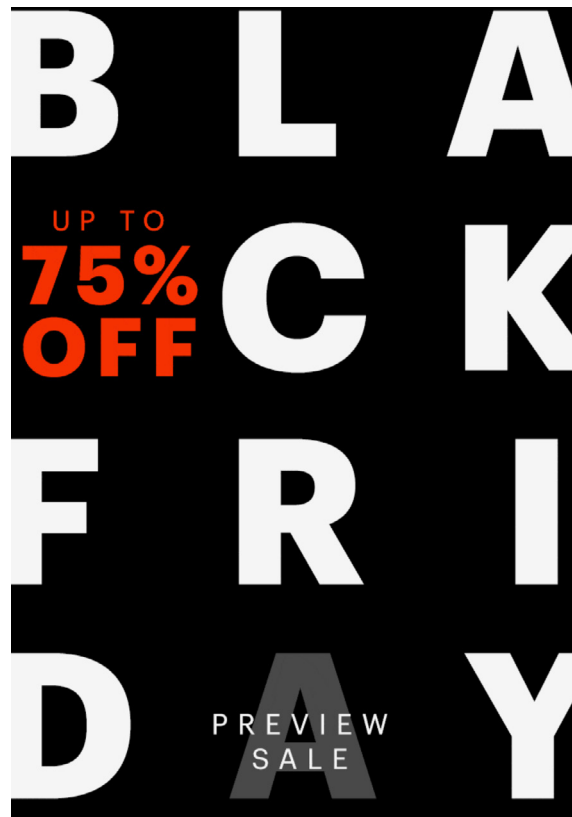


## TERMS

Check all the terms that apply to this composition:

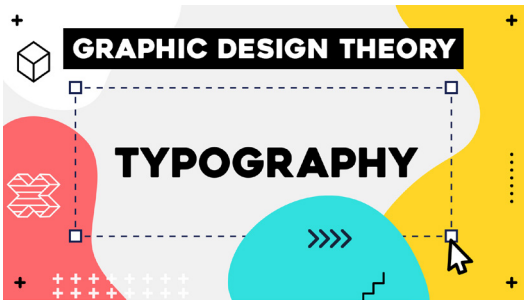
- Ascender height
- Baseline
- Blackletter
- Calligraphy
- Cap height
- Descender
- Descender line
- Font
- Font pairing
- Glyph
- Hanging punctuation / Exdentation
- Kerning
- Leading
- Legibility
- Lettering
- Ligature
- Measure / Line length
- Monospaced
- Orphan
- Rag
- Readability
- River
- Runt
- Serif
- Set width
- Tracking
- Type
- Typeface
- Widow
- X-height

## DESIGN ANALYSIS EXERCISE



Describe in your own words what makes this composition work:

Can you think of ways to improve this composition?



# DESIGN ANALYSIS EXERCISE



## TERMS

Check all the terms that apply to this composition:

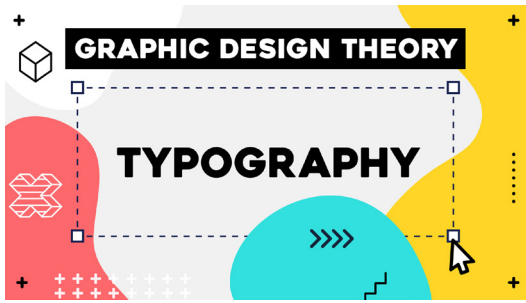
- Ascender height
- Baseline
- Blackletter
- Calligraphy
- Cap height
- Descender
- Descender line
- Font
- Font pairing
- Glyph
- Hanging punctuation / Exdentation
- Kerning
- Leading
- Legibility
- Lettering
- Ligature
- Measure / Line length
- Monospaced
- Orphan
- Rag
- Readability
- River
- Runt
- Serif
- Set width
- Tracking
- Type
- Typeface
- Widow
- X-height



Describe in your own words what makes this composition work:

Can you think of ways to improve this composition?





## TERMS

Check all the terms that apply to this composition:

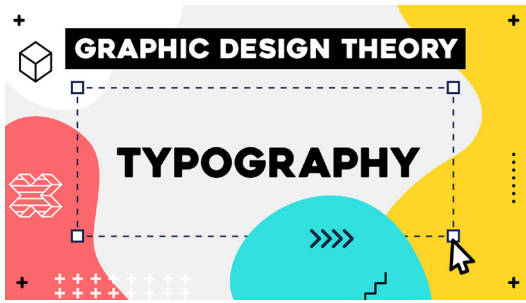
- Ascender height
- Baseline
- Blackletter
- Calligraphy
- Cap height
- Descender
- Descender line
- Font
- Font pairing
- Glyph
- Hanging punctuation / Exdentation
- Kerning
- Leading
- Legibility
- Lettering
- Ligature
- Measure / Line length
- Monospaced
- Orphan
- Rag
- Readability
- River
- Runt
- Serif
- Set width
- Tracking
- Type
- Typeface
- Widow
- X-height

## DESIGN ANALYSIS EXERCISE



Describe in your own words what makes this composition work:

Can you think of ways to improve this composition?



## TERMS

Check all the terms that apply to this composition:

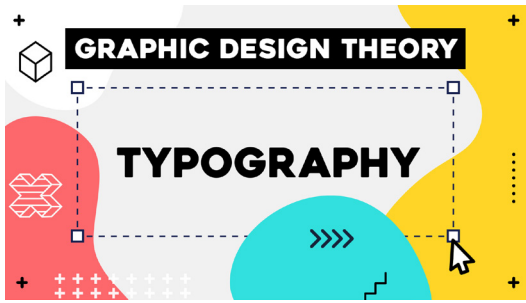
- Ascender height
- Baseline
- Blackletter
- Calligraphy
- Cap height
- Descender
- Descender line
- Font
- Font pairing
- Glyph
- Hanging punctuation / Exdentation
- Kerning
- Leading
- Legibility
- Lettering
- Ligature
- Measure / Line length
- Monospaced
- Orphan
- Rag
- Readability
- River
- Runt
- Serif
- Set width
- Tracking
- Type
- Typeface
- Widow
- X-height

## DESIGN ANALYSIS EXERCISE



Describe in your own words what makes this composition work:

Can you think of ways to improve this composition?

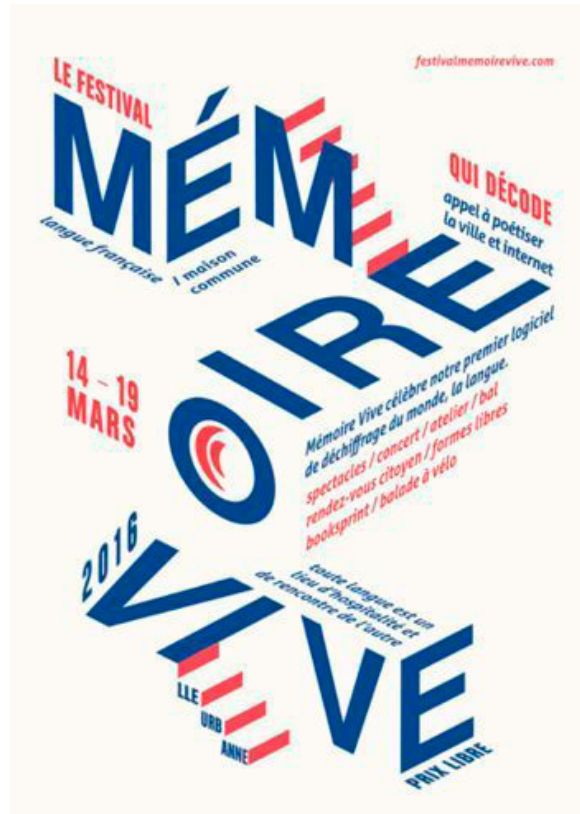


## TERMS

Check all the terms that apply to this composition:

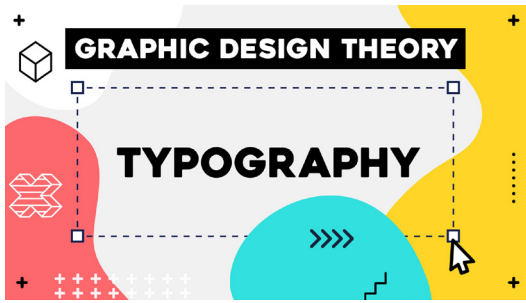
- Ascender height
- Baseline
- Blackletter
- Calligraphy
- Cap height
- Descender
- Descender line
- Font
- Font pairing
- Glyph
- Hanging punctuation / Exdentation
- Kerning
- Leading
- Legibility
- Lettering
- Ligature
- Measure / Line length
- Monospaced
- Orphan
- Rag
- Readability
- River
- Runt
- Serif
- Set width
- Tracking
- Type
- Typeface
- Widow
- X-height

## DESIGN ANALYSIS EXERCISE



Describe in your own words what makes this composition work:

Can you think of ways to improve this composition?



## DESIGN ANALYSIS EXERCISE



### TERMS

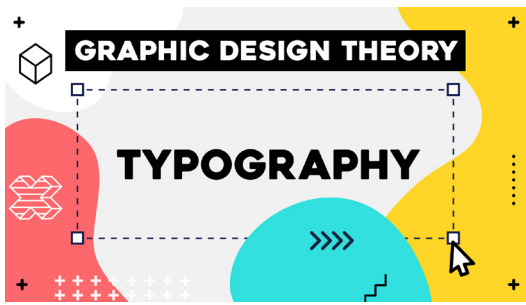
Check all the terms that apply to this composition:

- Ascender height
- Baseline
- Blackletter
- Calligraphy
- Cap height
- Descender
- Descender line
- Font
- Font pairing
- Glyph
- Hanging punctuation / Exdentation
- Kerning
- Leading
- Legibility
- Lettering
- Ligature
- Measure / Line length
- Monospaced
- Orphan
- Rag
- Readability
- River
- Runt
- Serif
- Set width
- Tracking
- Type
- Typeface
- Widow
- X-height



Describe in your own words what makes this composition work:

Can you think of ways to improve this composition?



## TERMS

Check all the terms that apply to this composition:

- Ascender height
- Baseline
- Blackletter
- Calligraphy
- Cap height
- Descender
- Descender line
- Font
- Font pairing
- Glyph
- Hanging punctuation / Exdentation
- Kerning
- Leading
- Legibility
- Lettering
- Ligature
- Measure / Line length
- Monospaced
- Orphan
- Rag
- Readability
- River
- Runt
- Serif
- Set width
- Tracking
- Type
- Typeface
- Widow
- X-height

## DESIGN ANALYSIS EXERCISE



Describe in your own words what makes this composition work:

Can you think of ways to improve this composition?