





Not more  
*than* 3  
fonts.

## **Emphasis :**

Is the exaggeration of words in a text with a font in a different style from the rest of the text

Within a large body of text, a piece in *italics* does not stand out much; instead, it signified a context difference only *while* the text is being read. By contrast, a single word in **boldface** attracts the human eyeball and is therefore recommended for *keywords the reader might be looking for.*

***Times New Roman***  
***Emphasis example***

“ ” - Correct

“ ” - Incorrect

**Quote & Apostrophe**  
Use proper quote and apostrophe marks

“ ”

“ ”

Use true quotation  
marks and apostrophes  
instead of using  
inch marks and feet marks.  
Place all punctuations  
inside the quotation marks.

**“Don’t do this!”**

**“Do this!”**

# **Align Left:**

This is the type that is aligned to the LEFT margin.

It is called left-aligned type or ragged right type. It is commonly used for textblocks.

# **Align Right:**

This is the type that is aligned to the RIGHT margin.

It is called right-aligned type or ragged left type. It is commonly used for breakouts.

# **Align Center:**

This is the type that is aligned to the CENTER. It is called center-aligned type. It is commonly used for big text and can be hard to read when small.

## **Alignment:**

Arrangement in a straight line, or in correct or appropriate relative positions.

# don't break the grid

Wants pawn term, dare worsted ladle gull hoe lift wetter murder inner ladle cordage, honor itch offer lodge dock florist. Disk ladle gull orphan worry ladle cluck wetter putty ladle rat hut, an fur disk raisin pimple colder Ladle Rat Rotten Hut.

Wan moaning, Rat Rotten Hut's murder colder inset, "Ladle Rat Rotten Hut, heresy ladle basking winsome burden barter an shirker cockles. Tick disk ladle basking tutor cordage offer groin-murder hoe lifts honor udder site offer florist. Shaker lake! Dun stopper laundry wrote! An

"Hoe-cake, murder," resplendent Ladle Rat Rotten Hut, an tickle ladle basking an stuttered oft. Honor wrote tutor cordage offer groin-murder, Ladle Rat Rotten Hut mitten anomalous woof. "Wail, wail, wail!" set disk wicket woof, "Evanescent Ladle Rat Rotten Hut! Wares are putty ladle gull goring wizard ladle basking?"

"Armor goring tumor groin-murder's," reprisal ladle gull. "Grammar's seeking bet. Armor ticking arson burden barter an shirker cockles."



## Leading:

Describes the vertical space between each line of type.

## Leading

Now, to add even more confusion to this equation, we can throw leading into the mix. Leading (“led-ing”) is the vertical space between lines of type. In CSS we use a similar adjustment called “line-height”.





## **x-Height:**

Refers to the distance between the baseline and the mean line of lower-case letters in a typeface.

Typically, this is the height of the letter x in the font (the source of the term), as well as the u, v, w, and z. (Curved letters such as a, c, e, m, n, o, r and s tend to exceed the x-height slightly, due to overshoot.) One of the most important dimensions of a font, x-height is used to define how high lower-case letters are compared to upper-case letters.

## 145 point Impact





## **Measure:**

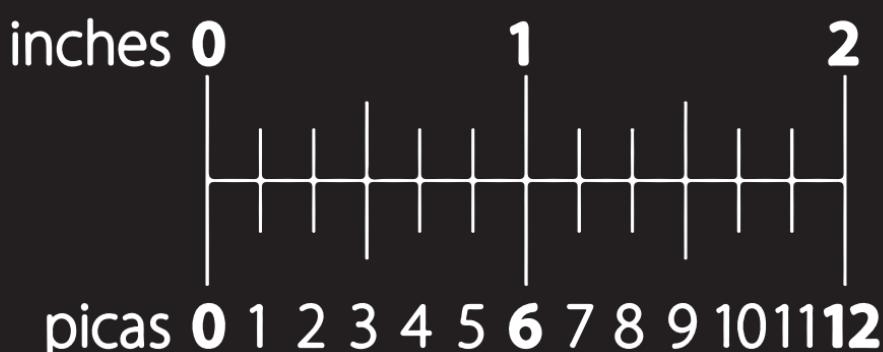
In typography is the length of a line of text.

The Measure is the name given to the width of a body of type. There are several units of measurement used for defining the Measure's width. The three basic units are:

One point = 1/72 of an inch

One pica = 12 points

One em = The distance horizontally equal to the type size, in points, you are using.  
Eg. 1em of 12pt type is 12pt.





A single word on the last line of a column or the last line of a paragraph appearing at the top of a page is called a **WIDOW**.

**ORPHAN**  
is a single word placed on the first line of a column, or the first line of a new paragraph at the bottom of a page with the remainder on the next page.

## Widows & Orphans:

Never leave widows and orphans bereft on the page.

Widow:

When a paragraph ends and leaves fewer than seven characters (not words) on the last line.

Take care to avoid separated from the rest of the text



Orphan:

When the last line of a paragraph won't fit at the bottom of a column and must end itself at the top of the next column.

Take care to avoid typographic orphans.





## Contrast:

The act of visually separating text elements in a design to make the content more interesting

# Types of Typography

Contrast Size,

Weight,

Structure, Form,  
Direction,  
&  
Color



The word "BALANCE" is written vertically in large, bold, black letters. The letters are tilted at an angle, with the top letters "B" and "A" pointing towards the top-left and the bottom letters "E" and "C" pointing towards the bottom-right, similar to the orientation of the seesaw in the graphic above.

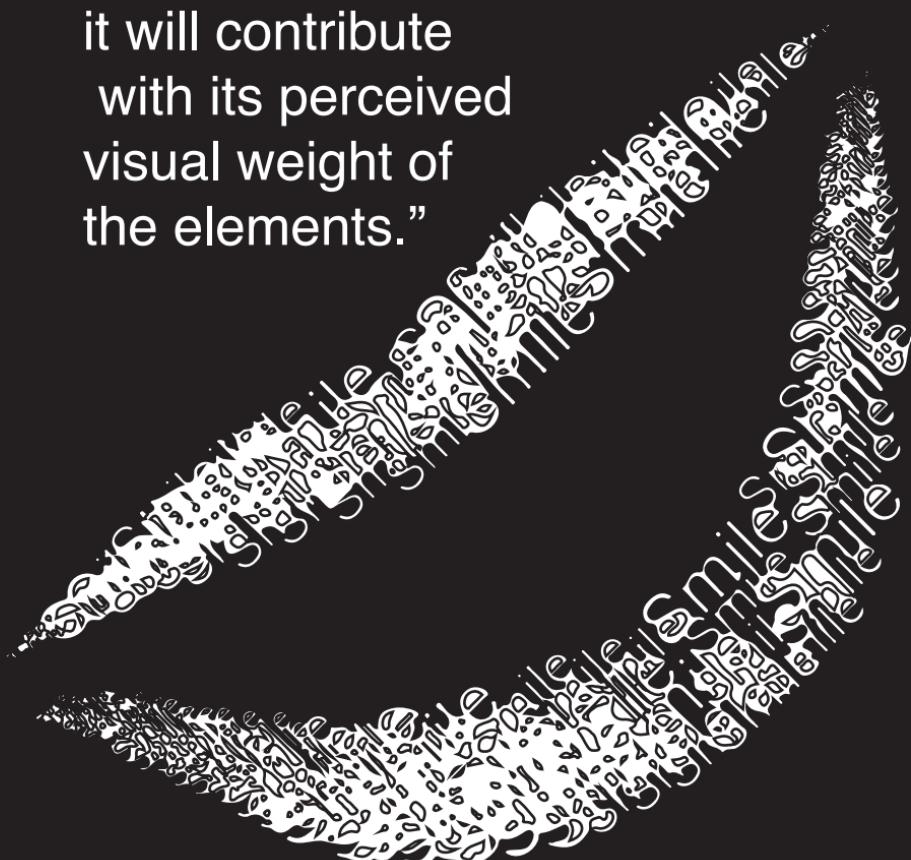
## **Balance:**

An arrangement of one or more elements in the design, maintaining an equilibrium.

# DO INFORMAL BALANCE IT CREATES A VISUAL INTEREST.

One of the major advantages of an asymmetrical layout is that it allows for the more dynamic use of white space. This is particularly important if illustrations are included.

“Play with the size, colors and texture, it will contribute with its perceived visual weight of the elements.”





## HIERARCHY

A system for organizing type that establishes an order of importance.

# DON'T Keep The Text

## Small

It becomes very difficult for everyone to read when the body text is small. Always keep your default text size large so that, readers can easily see what's written. Some people recommend the text size of 14-16 pt.

yo  
ps  
JD  
PE  
JI