California State University, Sacramento
College of Arts and Letters

Department of Design
fall 2014

course # and title: GPHD 130 Typography II
Instructor: John P. Forrest Jr.

Type Classifications

Old Style characteristics:
Medium stroke contrast
Slanted stress
Oblique, bracketed serifs
Medium overall weight

Old Style

Transitional characteristics:
Medium to high stroke contrast
Nearly vertical stress
Sharp, bracketed serifs
Slightly slanted serifs

Transitional

Modern characteristics:
High stroke contrast
Vertical stress
Thin serifs
Serifs sometimes unbracketed

Modern

Egyptian characteristics:
Little stroke contrast
Little or no stress
Thick, square serifs
Large x-height

Slab serif

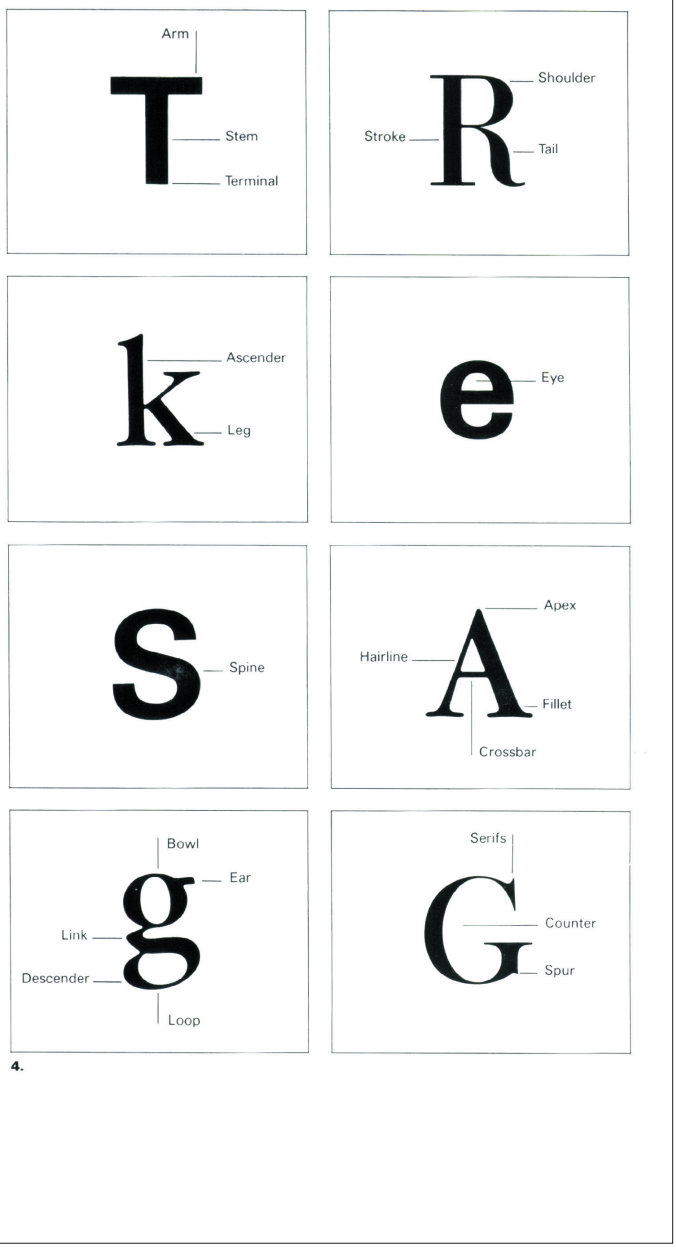
Sans serif characteristics:
Some stroke contrast
Nearly vertical stress
Squarish, curved strokes
Lower-case *g* has open tail

Sans serif

Display typefaces do not possess a fixed number of characteristics.

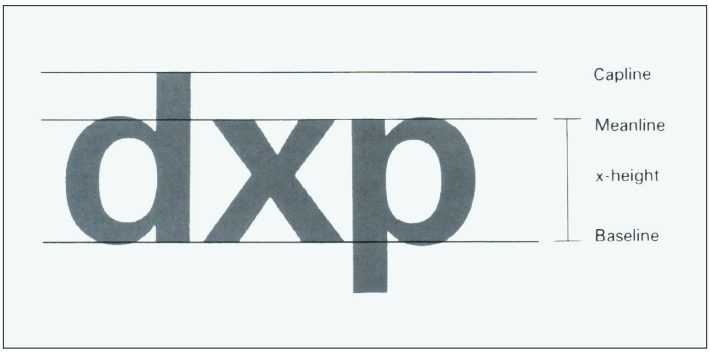
Display

Type Anatomy



4.

Type Height Measurements



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Terms

Ascender
Stroke on a lowercase letter that rises above the meanline.

Baseline
An imaginary horizontal line upon which the base of each capital letter rests.

Cap height
Height of the capital letters, measured from the baseline to the capline.

Capline
Imaginary horizontal line defined by the height of the capital letters.

Counter
Space enclosed by the strokes of a letter form

Descender
Stroke on a lowercase letter form that falls below the baseline.

Display type
Type sizes 14 point and above, used primarily for headlines and titles.

Font
A complete set of characters in one design, size, and style. In traditional metal type, a font meant a particular size and style; in digital typography a font can output multiple sizes and even altered styles of a typeface design.

Grid
Underlying structure composed of a linear framework used by designers to organize typographic and pictoral elements.

Gutter
The interval separating two facing pages in a publication.

Italic
Letter forms having a pronounced diagonal slant to the right.

Kerning
In typesetting, the process of subtracting space between specific pairs of characters so that the overall letterspacing appears to be even.

Leading
In early typesetting, strips of lead were placed between lines of type for spacing, hence the term. The vertical distance between two lines of type measured from baseline to baseline.

Meanline
An imaginary line marking the tops of lowercase letters, not including the ascenders.

Pica
Typographic unit of measurement: 12 points equal 1 pica. Six picas equal approximately one inch. Line lengths and column widths are sometimes measured in picas.

Point
A measure of size used principally in typesetting. One point is equal to 1/12 of a pica, or approximately 1/72 or an inch. It is most often used to indicate the size of type or amount of leading added between lines.

Sans serif
Typefaces without serifs.

Serifs
Small elements added to the ends of the main strokes of a letter form in serifed type styles.

Tracking
The overall tightness of looseness of the spacing between all characters in a line or block of text. Sometimes used interchageably with kerning, which more precisely is the reduction in spacing between a specific pair of letters.

Typeface
The design of alphabetical and numerical characters unified by consistent visual properties.

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Type family
The complete range of variations of a typeface design, including roman, italic, bold , expanded, condensed, and other versions.

Typesetting
The composing of type by any method or process, also called composition.

Weight
The lightness or heaviness of a typeface, which is determined by ratio of the stroke thickness to character height.

x-height
The height of lowercase letters, excluding ascenders and descenders. This is most easily measured on the lowercase x.

Type family

Stone Serif	Stone Sans
Regular	Regular
Regular Italic	*Regular Italic*
Semibold	Semibold
Semibold Italic	*Semibold Italic*
Bold	**Bold**
Bold Italic	***Bold Italic***

Typeface

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