

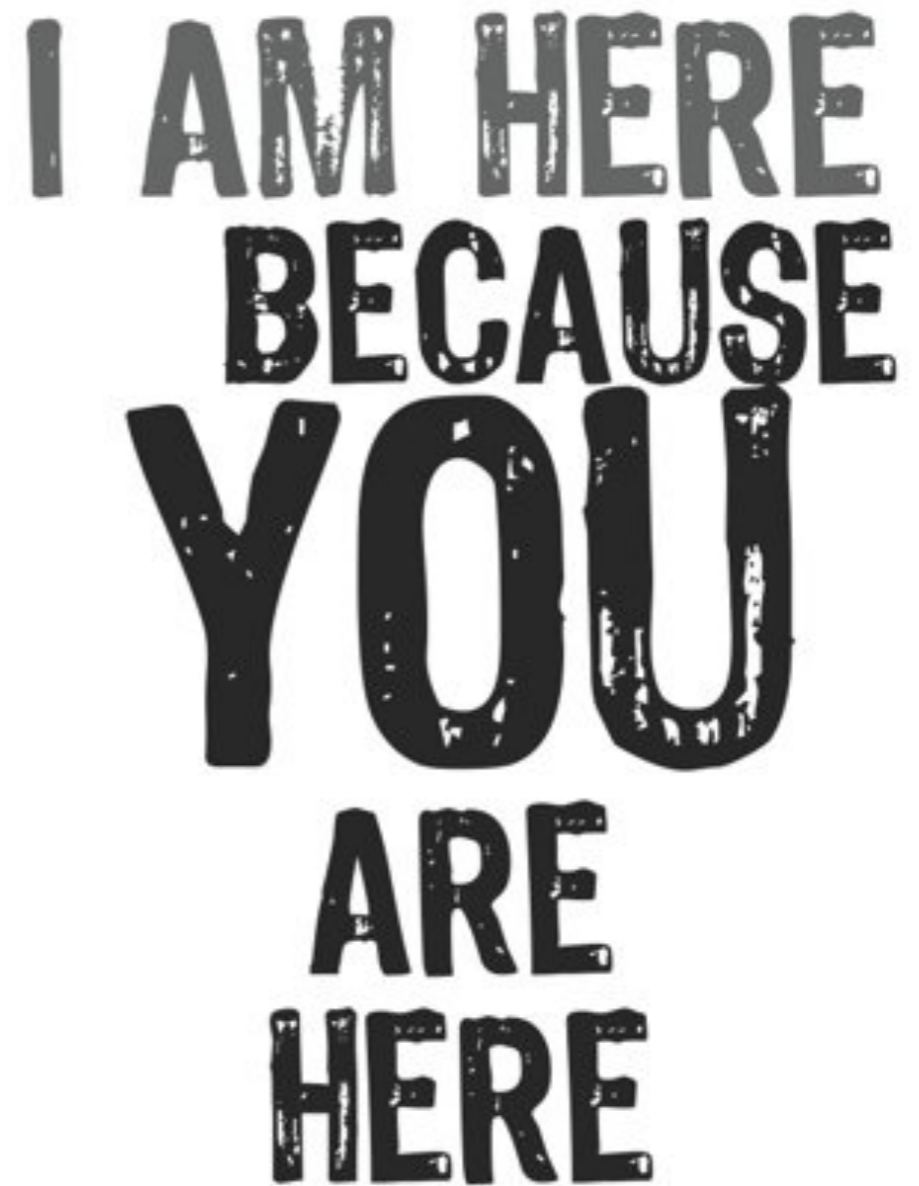
Graphic Design 2 S1

Elements of Typography

Mr. Galins

What is Typography?

- ❖ Typography is the visual component of the written word.



I AM HERE
BECAUSE
YOU
ARE
HERE

“These terms you will be tested on.”

–*Mr. Galins*

Fonts vs. Typefaces

- ❖ A font is a grouping of typefaces that have similar characteristics.
- ❖ A typeface is referring to an individual family member of that font.



Types of Fonts

- ❖ Serif and Sans Serif



Types of Fonts

❖ Script



Script

Types of Fonts

❖ Display



Types of Fonts

- ❖ Hand Lettering



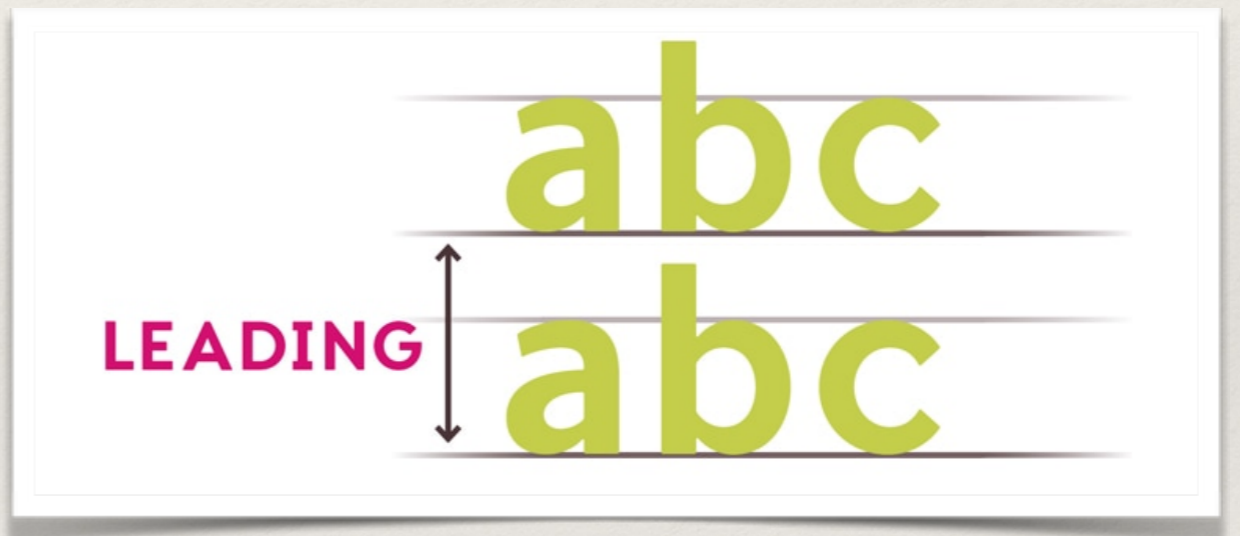
Kerning

- ❖ The amount of spacing between two letters



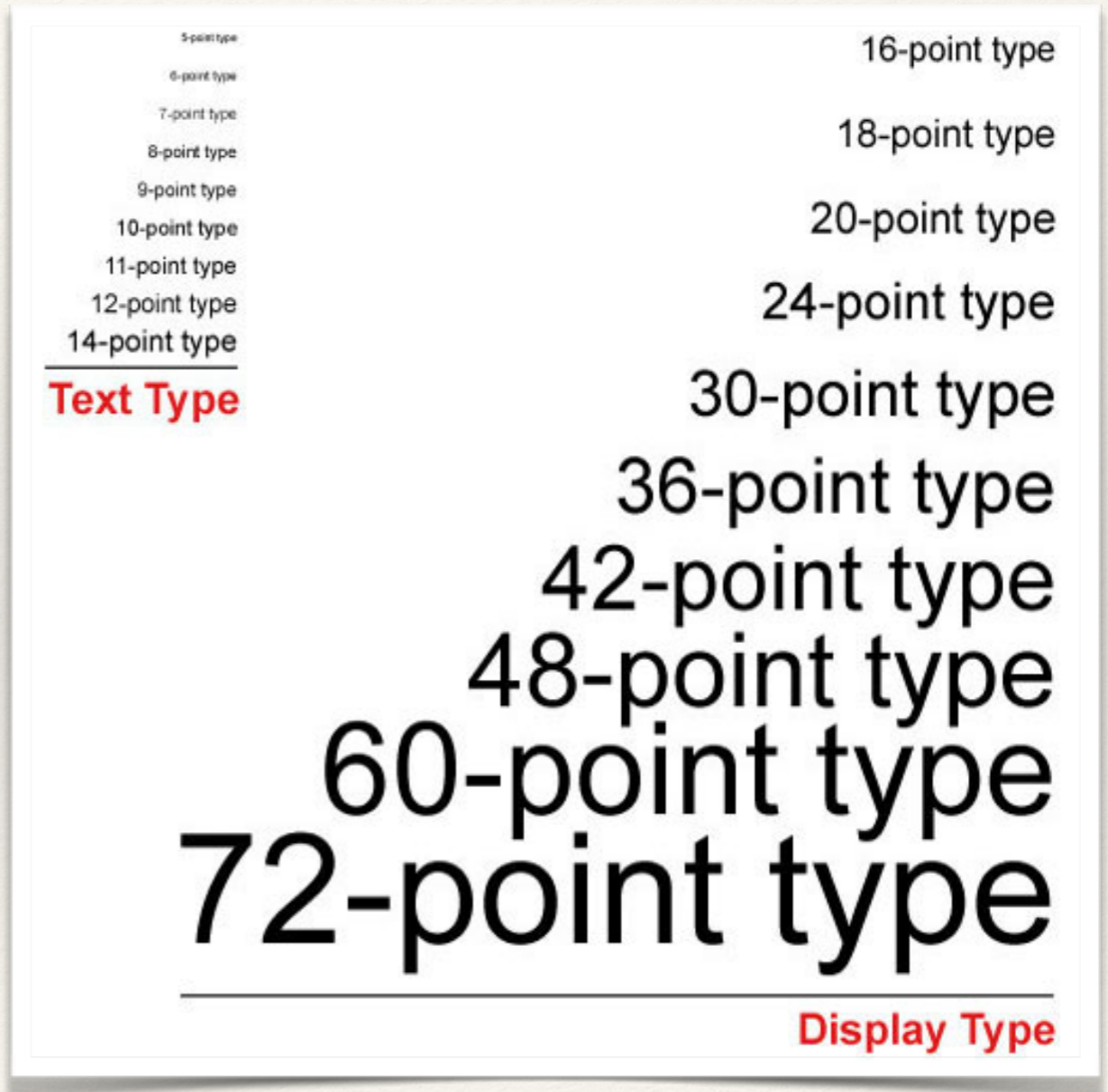
Leading

- ❖ Leading refers to the distance between the baselines of successive lines of type



Type Size

- ❖ The size of characters or letters that are printed or shown on a screen



Type Weight

- ❖ relative darkness of the characters of a type font resulting from the relative thickness of the strokes, expressed as light, bold, extrabold, etc



Typography
Typography
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Typography
Typography

Type Alignment

- ❖ The type alignment setting is sometimes referred to as text alignment, text justification or type justification.

Flush left / Ragged right

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