Graphic Design 2 S1

Typography:
The Anatomy of a Letter

Mr. Galins

Cell Phone?

CLO…

*CLO - **SWBAT**…Analyze how the application of visual art elements and principles of design communicate and express ideas by creating a typographic-based composition illustrating the mood/idea of a visual word. Learning/Using Adobe Illustrator, students will manipulate type to support the project parameters.*
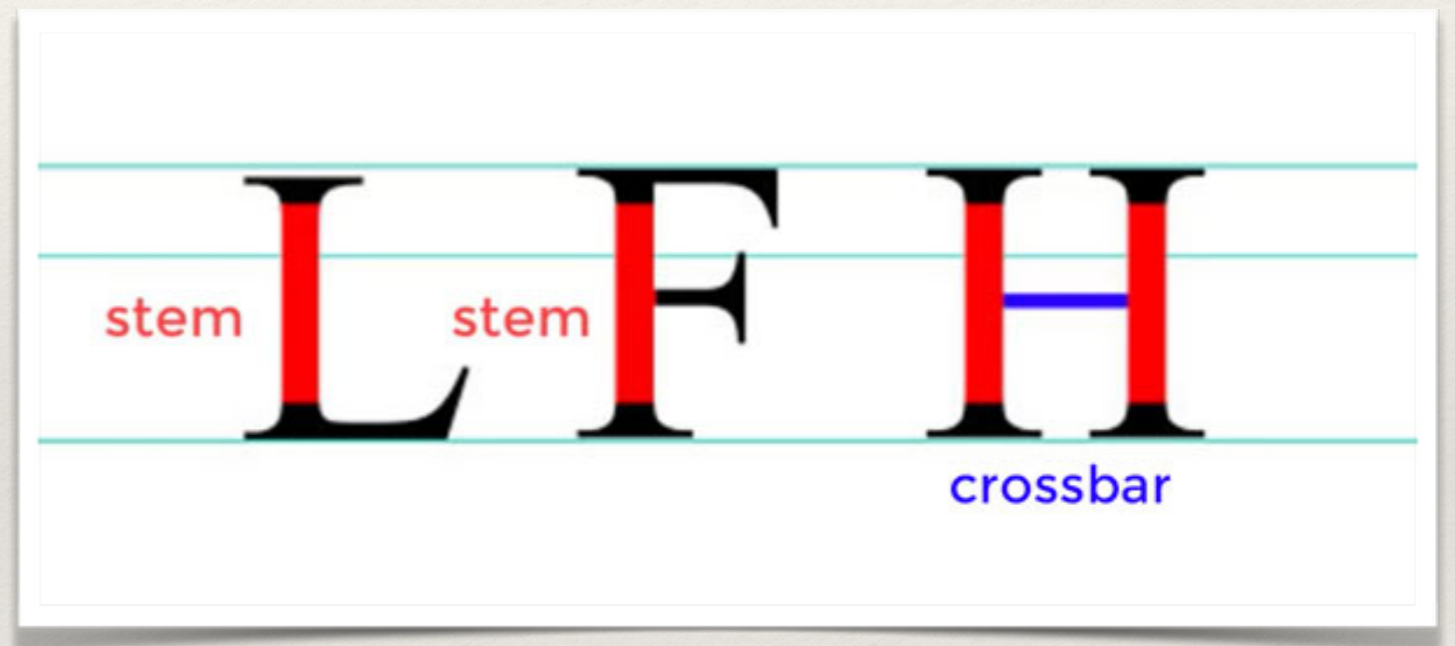
"These terms you will be tested on."

–Mr. Galins

The Anatomy of a Letter

❖ **Baseline** = The invisible line letters rest on.

The Anatomy of a Letter

❖ **Stem** = A single vertical stroke upwards to create letters like L or F. Connect one stem to another using a **crossbar** detail, like the letter H.

The Anatomy of a Letter

❖ **Ascender/Descender** = Letters with downward strokes that extend past the baseline have **Descender** strokes. Alternatively, if the stroke moves upward and away from the main body of the letter, we call that the **Ascender** stroke.
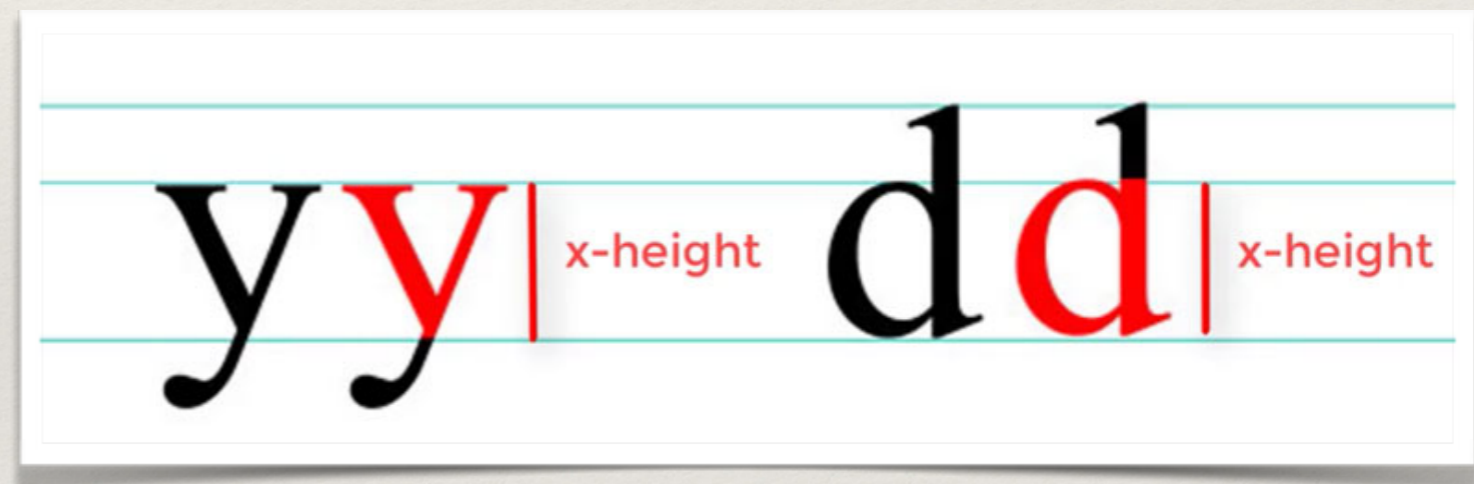
The Anatomy of a Letter

❖ **Upper/Lowercase Letters** = **Uppercase** letters are capital letters. **Lowercase** letters are smaller ones. Use uppercase letters for names and places, and lowercase letters for casual settings and more readability.

The Anatomy of a Letter

❖ **X-Height** = For lowercase letters, the **X-height** is the main body of the letter.

The Anatomy of a Letter

❖ **Ear and Shoulder** = An **Ear** is a decorative detail that pokes out from letters like g. A **Shoulder** is a bumped curve seen in letters like m and n.

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Let's Play with Letters!

Go Here.