

What is typography?

Typography is the art of designing letterforms, and/or arranging these forms in space, including styling the typography and adjusting kerning, tracking, and leading.

Glyph vs. Character

An individual character, like a lowercase o, can be assigned different alternates glyphs (within the Glyph panel, numbered by Unicode).

e. 0. 0̇. 0̈. 0̉. 0̊. 0̋. 0̌. 0̍. 0̎.

Font vs. Typeface

A typeface is the particular design of a collection of letterforms and font is the way that these letterforms are delivered to be installed on your computer or device.

Kerning

When you adjust Kerning you are adjusting the spacing between two individual letterforms.

TjS TjS

Alignment



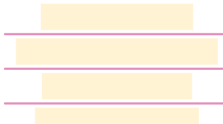
Tracking

When you adjust Tracking you are adjusting the spacing across a combination of multiple letterforms - sometimes a whole paragraph.

TRACKING

Leading

Leading is adjusting the spacing between lines of letterforms.



Typographic Grid

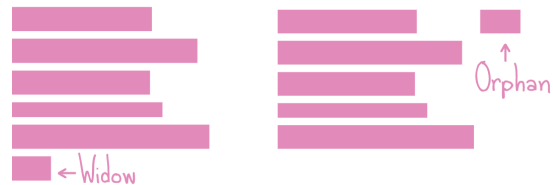
Typographic Grid is the underlying invisible structure used to build a layout or poster design. There are many different ways a grid can be established

Rag / River



Orphan / Widow

* There is a disagreement on which ones which



Typographic Hierarchy

Typographic Hierarchy is establishing a system for how the viewer interprets the text based elements within a design work. Hierarchy helps the viewer know where to look first.

Typefaces to Avoid

Professional designers avoid the following typefaces (in addition to many others):

- Comic Sans
- Apple Chancery
- Curlz
- Hobo
- Papyrus
- Bradley Hand