TEXT

Concepts: Leading (space between lines), Kerning (space between letters), Points (72 per inch), Ascenders (letter parts above body), Descenders (letter parts below body), Font (letter style across alphameric characters) Serif (letter extensions that help group letters into words - like times roman), Sans-Serif (fonts without serifs like helvetica, Ligatures (inter letter/word connectors), Uppercase (CAPITALS), lowercase (not capitals), Title Case (History Of The World, Part One), **Bold**, *Italic*, Noise (negative space between words/lines that breaks reading flow), Text Blocks (major design element), Columns (see below) Left justification (alignment to left), Center Justification (align on text block centers), Metric Tracking (kerning based on letter width), Optical Kerning (based on letter forms & width), Ransom Note Design (maximizes the variety of all the preceeding)(what beginners typically do)(hard to read)(ugh!)

I design pages as I do paintings.

Drop Cap

|-------- 14.4 point kerning --------|

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|------ 12 point kerning ------|

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times new roman (below) is good for body copy

|---- right justified metric tracking -----|

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|-- force justified, optical kerning --=-|

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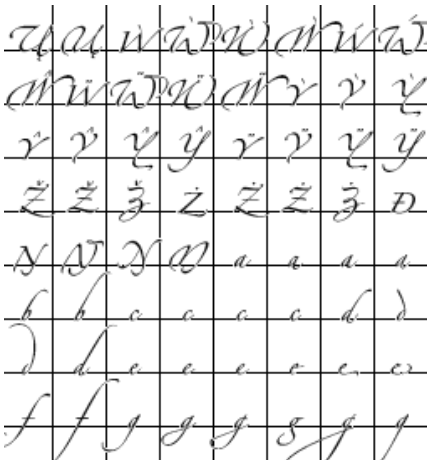
then & now

Underscores used to mean *italicize* when manuscripts were first typewritten and then typeset. Now they indicate web links in interactive media.

~~Strike-throughs~~ frequently indicate suggested deletions.

Because-I-Could Design (see ransom note.)

Glyphs: Font variants - e.g. zapfino glyphs - InDesign - below.



http://en.wikipedia.org/wiki/Category:Typography, is a good starting point to see in-depth explanations.

For ages, the ***New Yorker*** magazine has been my "gold standard" for print page layout, but on-line, not so much.

Ask me what I think of clip art...