Everybody knows what an “A” looks like, right? (See your report card!)

All characters from each alphabet below “belong” together:

A B C D E F G...
A B C D E F G...
A B C D E F G...
A B C D E F G...

Even across different languages:

A B C D E F G H...
А В Г Д Е Ж З И...
א ב ג ח ד י ז ה...

Origins

• We inherit a lot of modern notation in word processing from the old typographers (think: Gutenberg and Ben Franklin)...
• ...but, we get a lot wrong, too!
• For example: Most text dialogs (both Mac and Windows) use the word “font” when they should use the word “typeface”.

Printing Press
An Example

- Loose type slugs are stored in cases (each letter in its own little box),
- Small letters are in the case closest to the typesetter, so he can reach them easily,
- But capital letters, less frequently used, are stored further away in the...

UPPER CASE!

Examples of Typefaces

ABCDEFGH… (Arial)
ABCDEFGH… (Times)
ABCDEFGH… (Courier)
ABCDEFGH… (Courier Bold)

Fonts vs. Typefaces

TYPEFACE:
- Set of characters from an alphabet with common shape design characteristics.
  (Times Roman, Courier, Arial, etc.)

FONT:
- A Typeface at a particular weight, style, and point size.
  (Times Roman Bold 12 point)
Base Line

Body/Mean Line

Descender Line

Cap Line

Ascender Line

How Font Size is Measured
Font Size is Measured in “Points”

Letter Spacing

Traditional: 72.27 points/inch
Modern: 72 points/inch

Font Size
In Points

Aefg

MONOSPACING (Courier New)

William

William

PROPORTIONAL SPACING (Times New Roman)

Kerning

WITHOUT KERNING

AVAILABLE SALT

FINISHED

WITH KERNING

AVAILABLE SALT

COMMON KERN PAIRS

AV VA AT TA LT
LV PA Ya Ye Yo
Ta Te To Ty

Ligatures

LIGATURES (TIED TOGETHER)

Œ = OE, œ = oe
Æ = AE, æ = ae
ffi = f f i

Serifs vs. Sans Serif Typefaces

Times New Roman (serif)

Arial (sans serif)