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 ...
- A B Γ Δ Ε Θ Ξ Ο Π Ρ Σ ...

Origins

- We inherit a lot of modern notation in word processing from the old typographers (think: Gutenberg)...
- ...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”.

Examples of Typefaces

- ABCDEFGHIJ… (Arial)
- ABCDEFGHIJ… (Times)
- ABCDEFGHIJ… (Courier)
- ABCDEFGHIJ… (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)
Ascender Line

How Font Size is Measured

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Font Size is Measured in “Points”

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Letter Spacing

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Kerning

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Kern Pairs

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Ligatures

LIGATURES (TIED TOGETHER)

OE = OE, œ = oe
ÀE = ÀE, æ = ae
ffi = f f i

Serifs vs. Sans Serif Typefaces

→ Times New Roman (serif)
→ Arial (sans serif)