

TYPOGRAPHY

_____ is the art of _____ ideas through the _____ of appropriate _____. That is, creating and _____ type using a variety of _____ techniques.

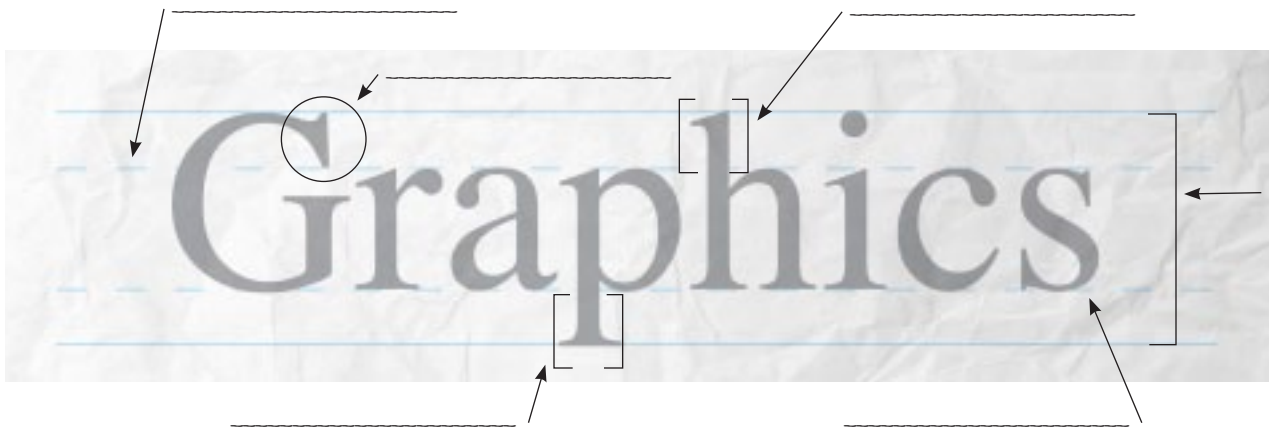
_____ are distinctive designs of visual _____ that are used to _____ a printed image/design. AKA _____.

_____ = individual _____ that make up a _____.
[letters, _____ and punctuation marks]

_____ = _____ in a typeface that create design _____ while _____ the visual _____ of the typeface.
[bold, _____, condensed, _____, heavy, etc]

TYPEFACE TERMINOLOGY

Key terms and definitions that are important to understand as you explore typography.



_____ = imaginary line drawn at the _____ of the _____.

_____ = imaginary line drawn at the _____ of the characters.

_____ = the part of the character that extends _____ the _____.

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_____ = smaller line used to _____ off the main _____ of a
_____, usually at the _____ and _____ of a character.

_____ = the _____ measurement used to _____ the
_____ of a typeface. It measures from the top of the _____ to the bottom of
the _____. Even if a character does _____ have a descender or an ascender, the
_____ will still measure from the top to the bottom.

The point size is _____ in a unit called _____. The are _____ in
an _____.

_____ = type _____ that range from _____ through
_____. These sizes are often found in places where there is _____ of _____
to be _____.

_____ = type sizes _____. Typically, these sizes are used to draw
_____ to the _____. [_____, subheadlines, etc]

_____ = consists of _____ type on a _____ black
or _____ color background. If the text is too _____, reverse type can be
_____ on the reader's _____. Display type is necessary.