

A Brief Introduction to **Typography**

No matter how fashionable or clever, if copy that is meant to be read is difficult to read -it is badly designed.

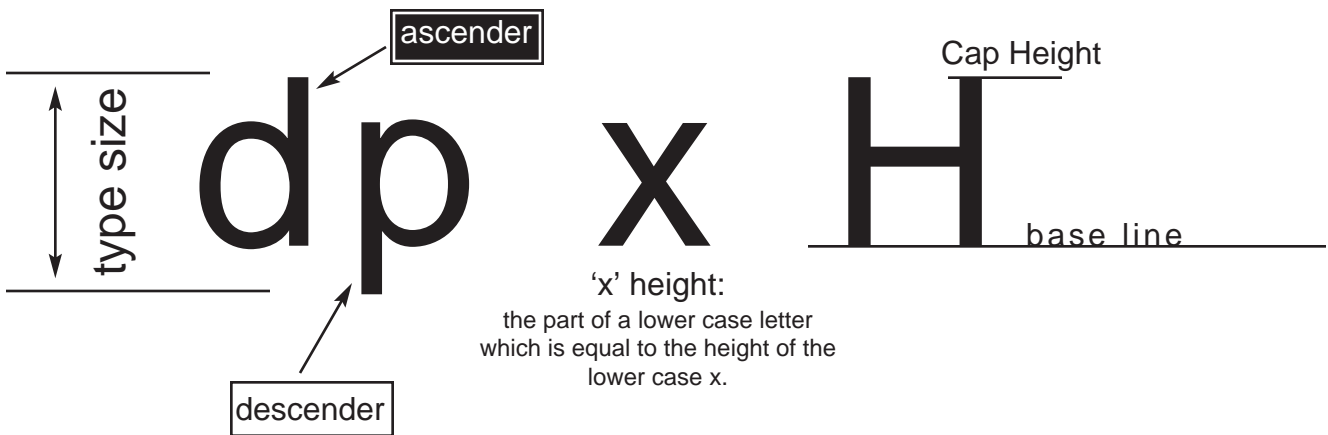
Integrate type with other design elements and develop the composition as a whole.

Type communicates on several levels:

- Content: the word's written meaning
- Visual impact: use of type as a design element
- Context: how a word is used within a composition -its relationship with images or other words, its relative size, placement, etc.

UPPER CASE (CAPS) lower case (l.c.)

indicate both UPPER and lower case with caps & l.c. or U/l.c.



Serif Times New Roman, Baskerville

Sans Serif Arial, Helvetica, Futura

Ke rni n g: Kerning is the space between two letters

Leading: Leading is the vertical space between baselines
Leading
Leading
Leading

1 Inch = 72 points = 6 picas (1 pica=12 points)