



Type Basics 1

Hot Type



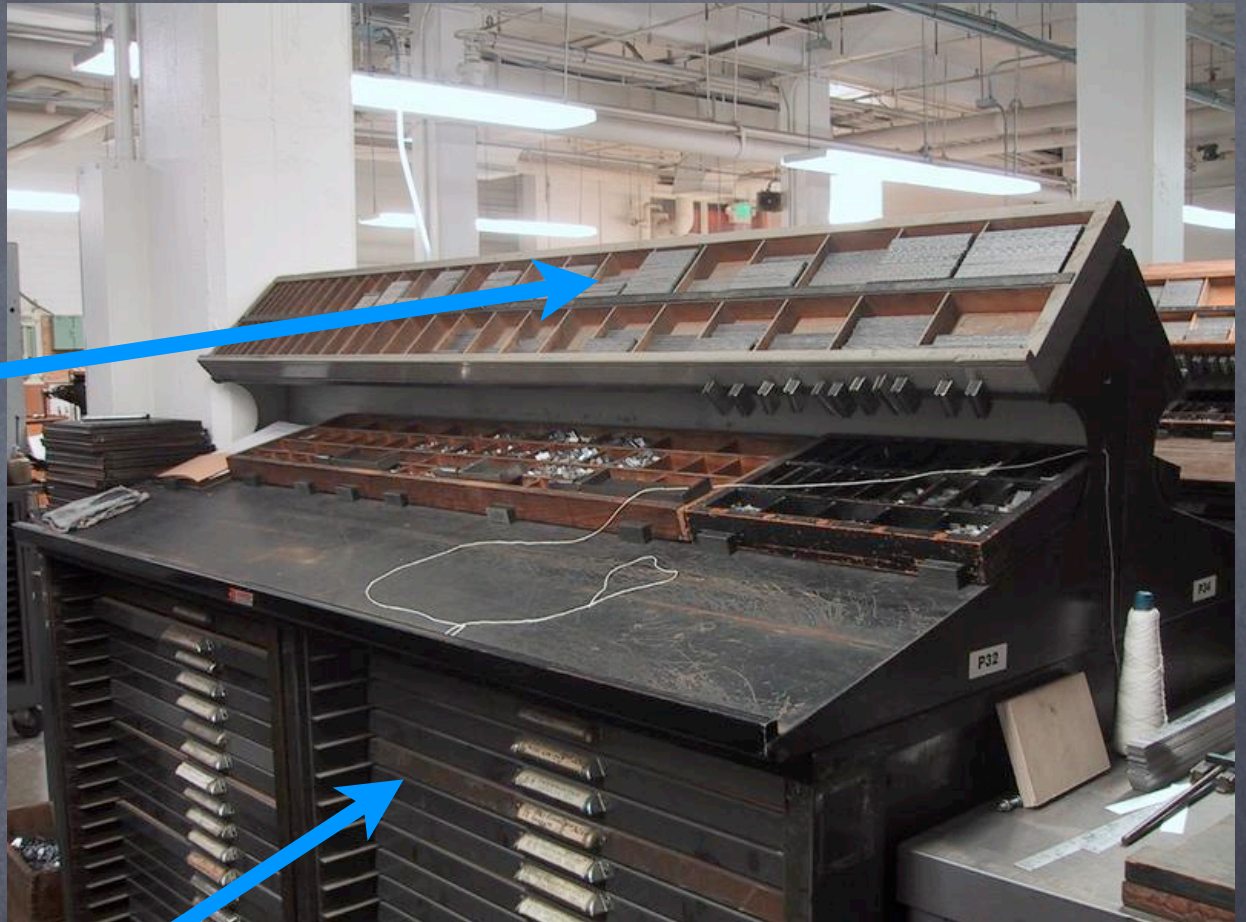
Shoulder

Face



Type case

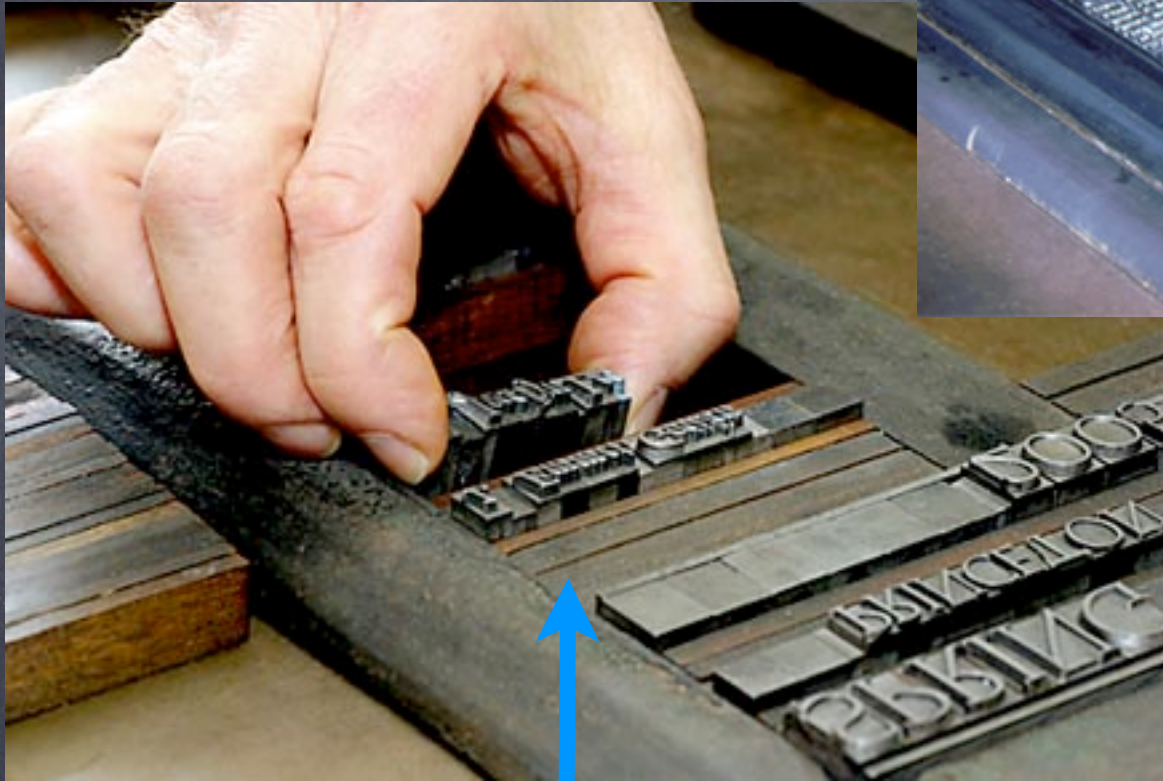
Leading



Type cases



Composing Stick

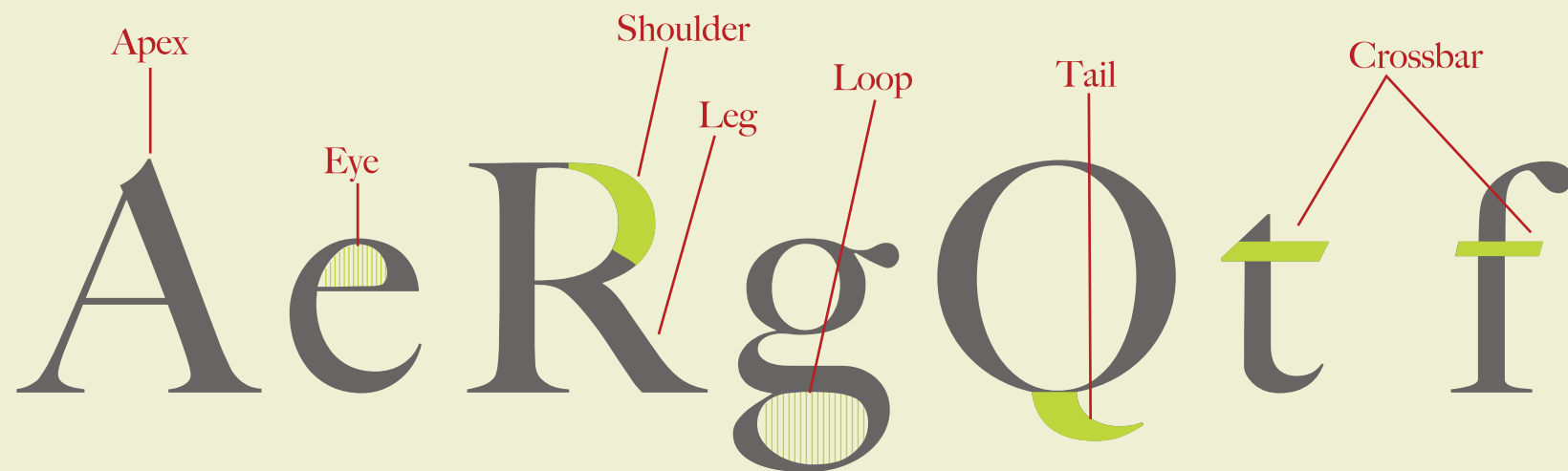


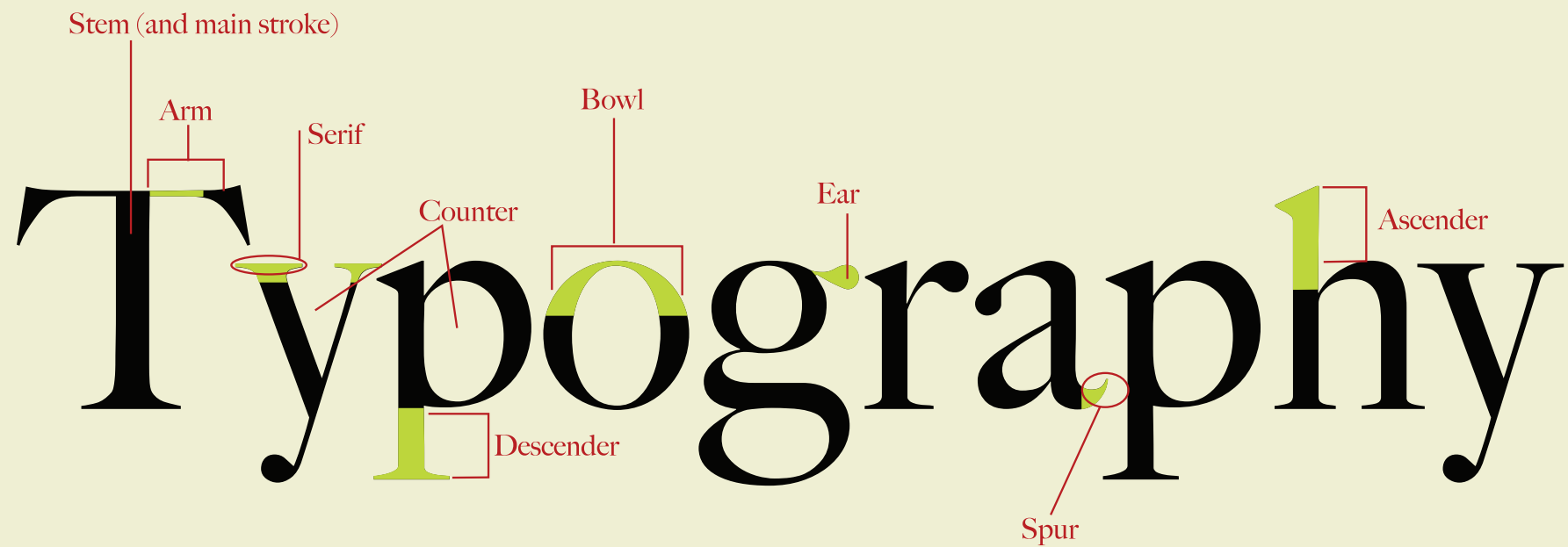
Type Chase

the free exercise of religion
the **freedom of speech**
or the right of the people
to assemble
Government

Leading

Type Anatomy





Ascent line

Capline

Meanline

Baseline

x-height

Descent line

Typography Today

A diagram showing the word 'Typography Today' in a light grey serif font. It is overlaid on a set of horizontal lines: a top blue line (Capline), a teal line (Meanline), a red line (Baseline), and a dashed blue line (Descent line). A dashed blue line above the Capline is labeled 'Ascent line'. An orange vertical line with dots at the top and bottom, spanning from the Baseline to the Meanline, is labeled 'x-height'.

Ascent line

Capline

Meanline

Baseline

x-height

Descent line

Typography Today

A diagram showing the word 'Typography Today' in a dark grey sans-serif font. It is overlaid on a set of horizontal lines: a top blue line (Capline), a teal line (Meanline), a red line (Baseline), and a dashed blue line (Descent line). A dashed blue line above the Capline is labeled 'Ascent line'. An orange vertical line with dots at the top and bottom, spanning from the Baseline to the Meanline, is labeled 'x-height'.

Ascent line

Capline

Meanline

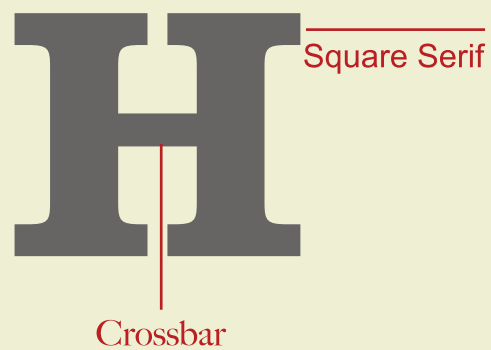
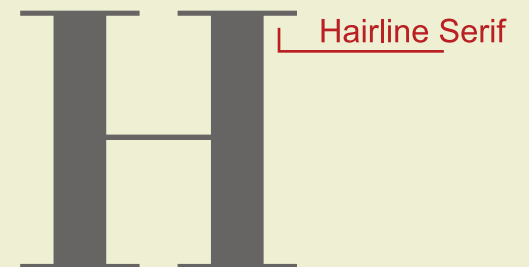
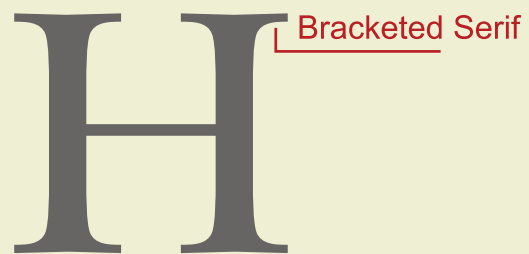
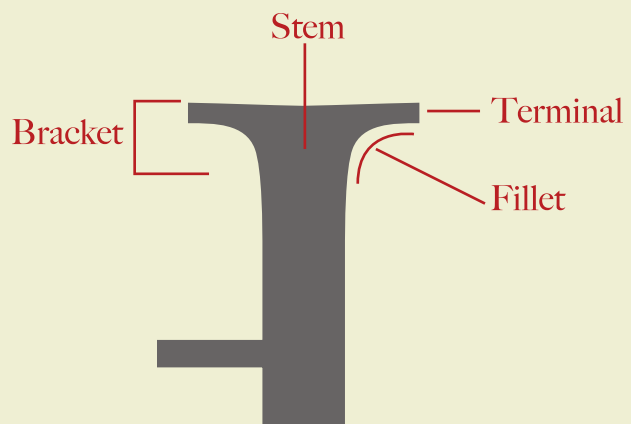
Baseline

x-height

Descent line

Typography Today

A diagram showing the word 'Typography Today' in a light grey sans-serif font. It is overlaid on a set of horizontal lines: a top blue line (Capline), a teal line (Meanline), a red line (Baseline), and a dashed blue line (Descent line). A dashed blue line above the Capline is labeled 'Ascent line'. An orange vertical line with dots at the top and bottom, spanning from the Baseline to the Meanline, is labeled 'x-height'.



The Measure of Type

Type size is measured according to the **height** of letters and is measured in **points**.

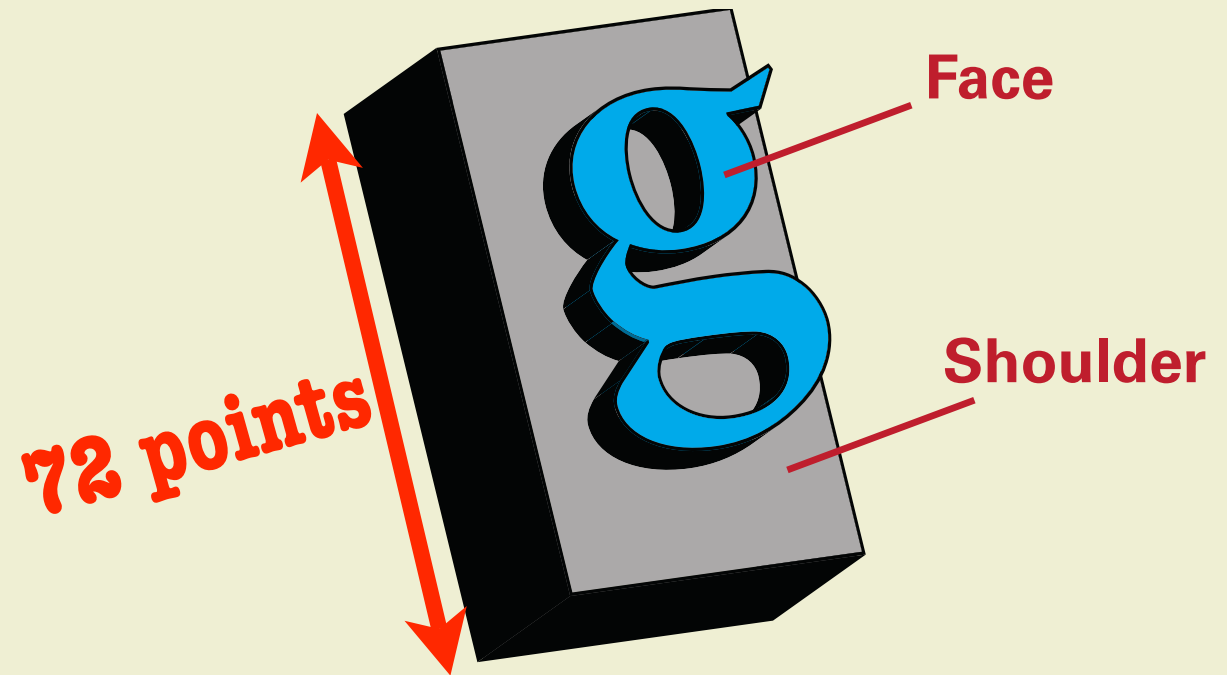
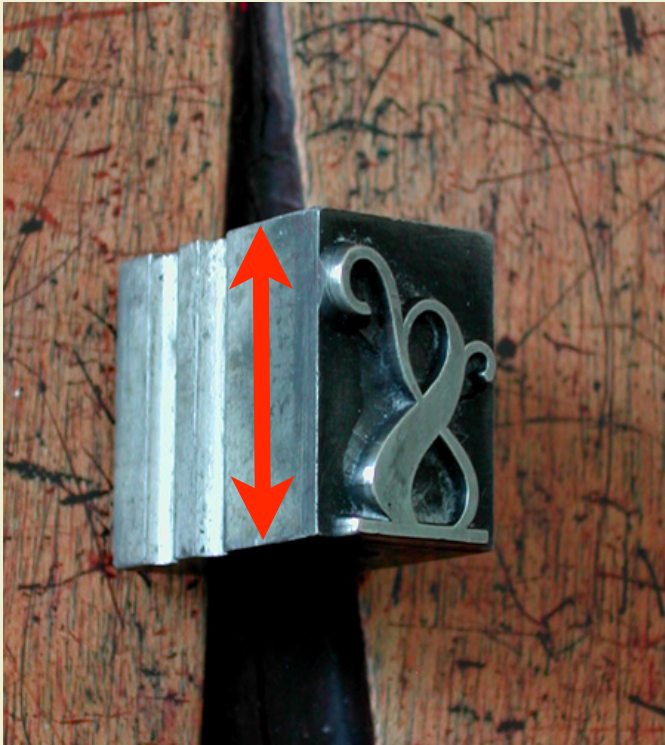
72 points = **1"**

The image shows four words, 'Type', 'Type', 'Type', and 'Trip', written in a red serif font. They are positioned on a yellow rectangular background. Three horizontal blue lines are drawn across the background, passing through the words. The first line is at the top of the capital letters, the second line is at the top of the lowercase letters, and the third line is at the bottom of the lowercase letters. The words are spaced out, with 'Type' appearing three times followed by 'Trip'.

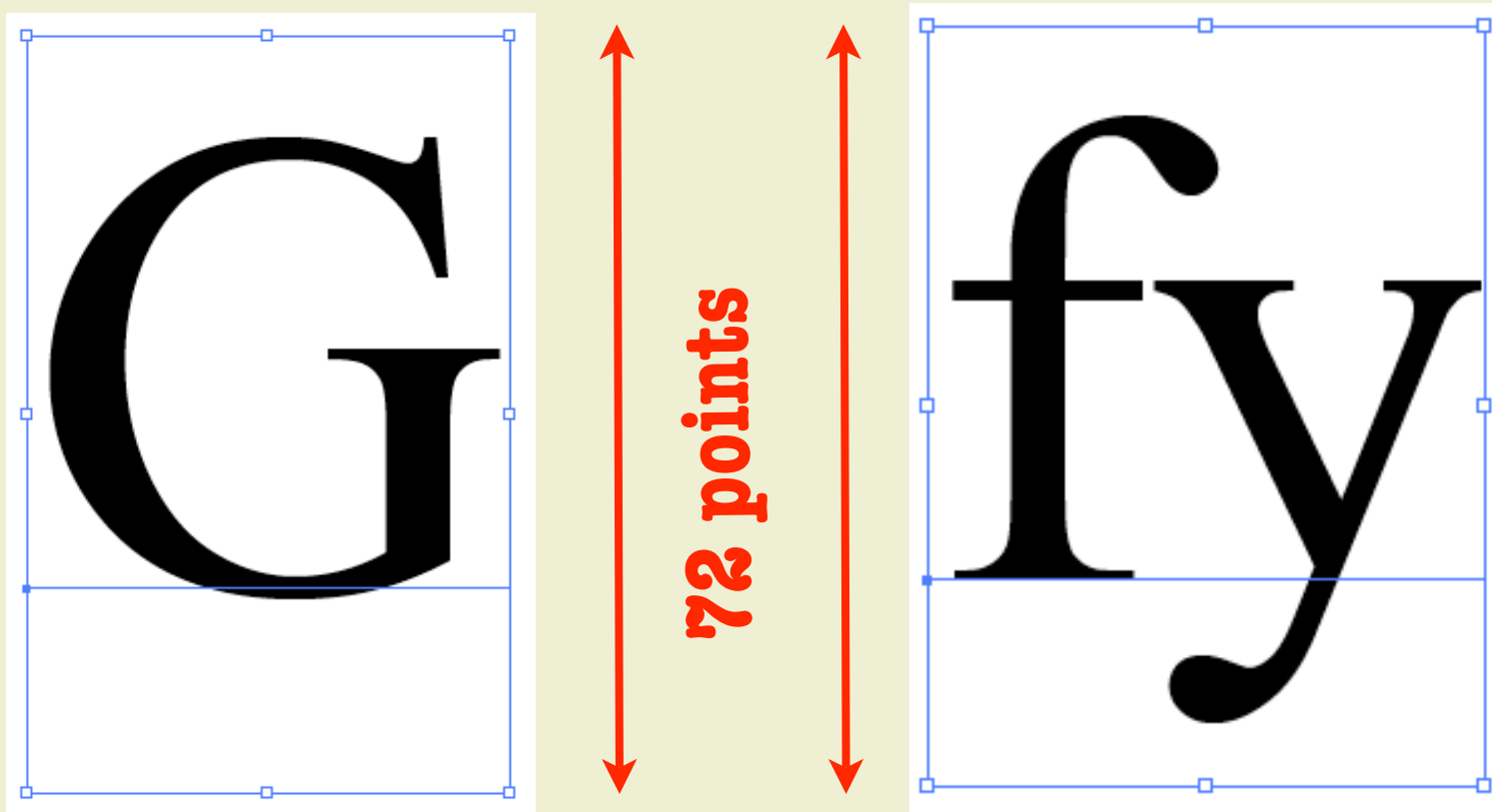
All these words are set in **72 point type**.

However, variations in x-heights and in the relationships between ascender/descender sizes and the x-height make them appear to be different sizes.

What is being measured is not the size of the letters but the size of the imaginary metal body.



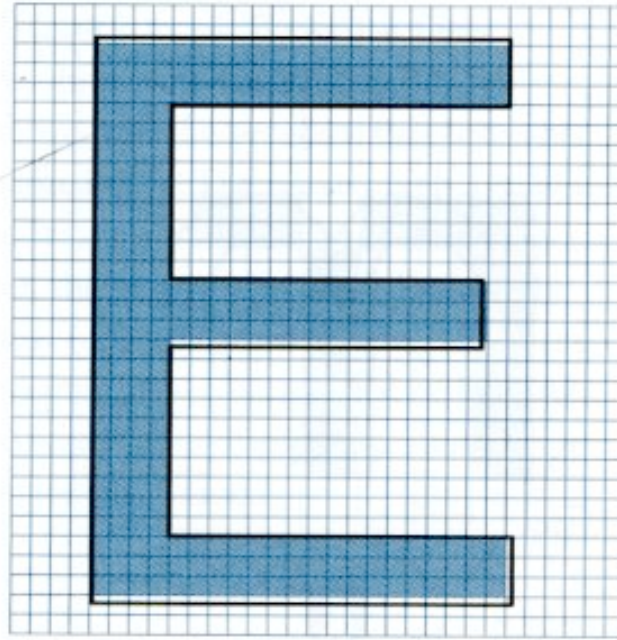
Type **size** was measured on the **body** of the metal and not from the actual size of the letter form. This takes into account things like caps, ascenders, descenders and the shoulder.



When metal type was translated into digital fonts, the space allowed on the metal body became the bounding box for the letters.

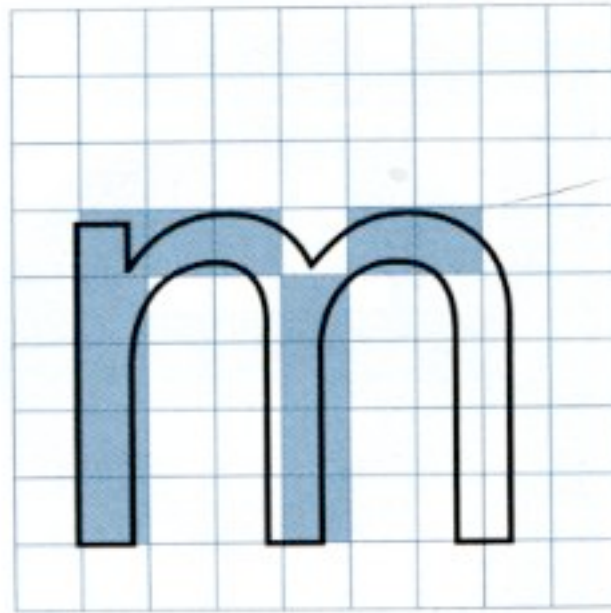
wysiwyg

wysiwyg
is a lie!



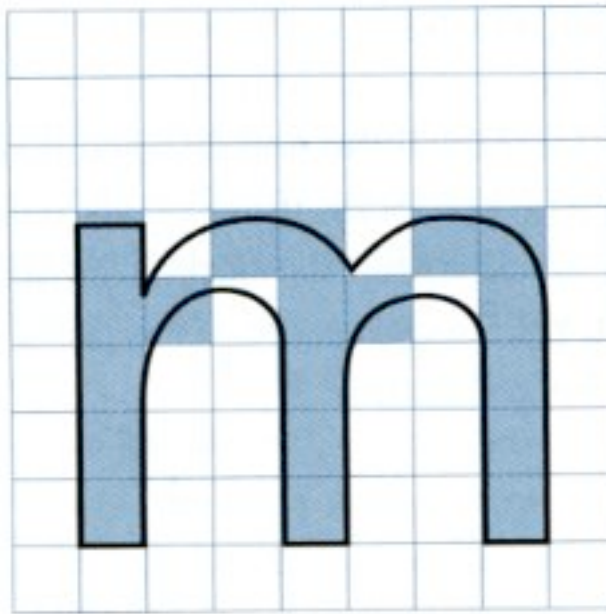
To print type, the computer lays an outline of the letter onto a grid of all the possible pixels on the “page” and then “colors in” the pixels that fall within the outline.

This is “rasterizing” the type.



rr

Computer screen resolutions do not allow a very detailed grid and the computer may not color in pixels whose center does not fall within the outline. So the letter will not be complete.



To help this, extra instructions, called “hints” are encoded into the design of fonts so that correct pixels will be turned on.

The problem is that the resolutions of screens is very low (typically 72 ppi) but the resolution of print output devices is much higher (typically much over 1,000 ppi).

So what you are able to see on screen can not accurately represent what will print.

In designing for print you **must** print the design
to judge it and adjust it.

You can not design on screen for print work.

The screen does not represent what you need to see.
This is especially important for type.