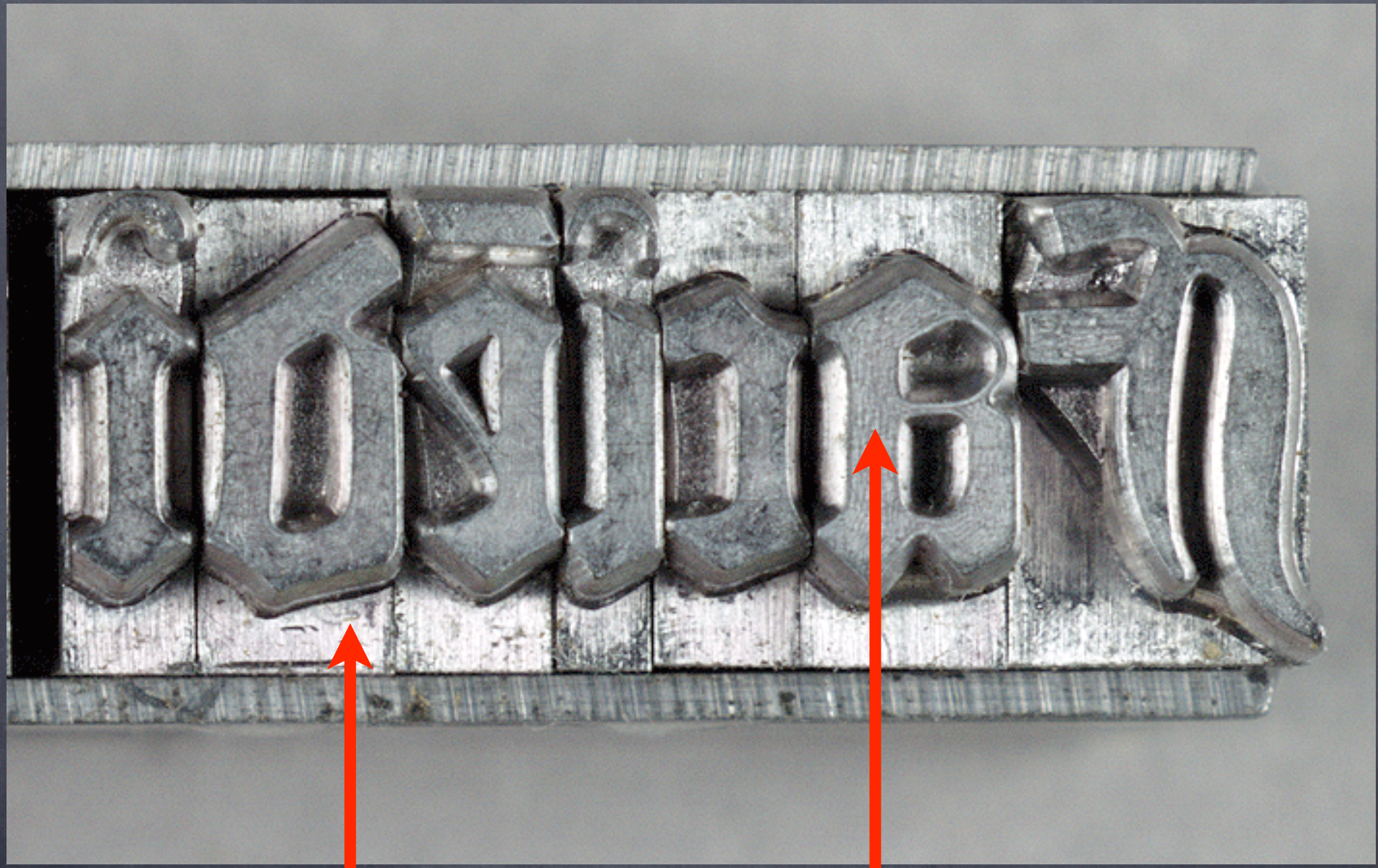
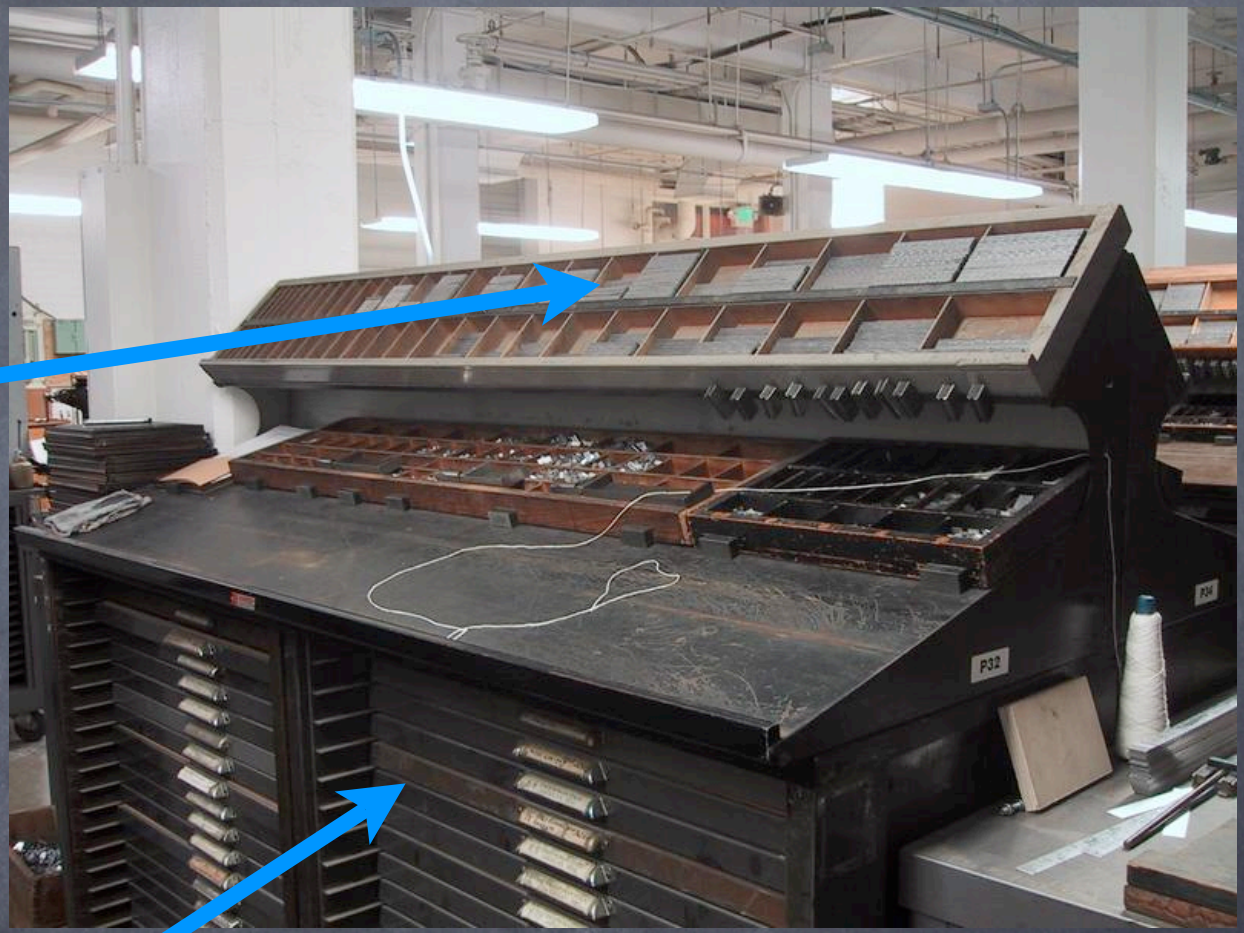
Type Basics 1

Hot Type


Shoulder
Face

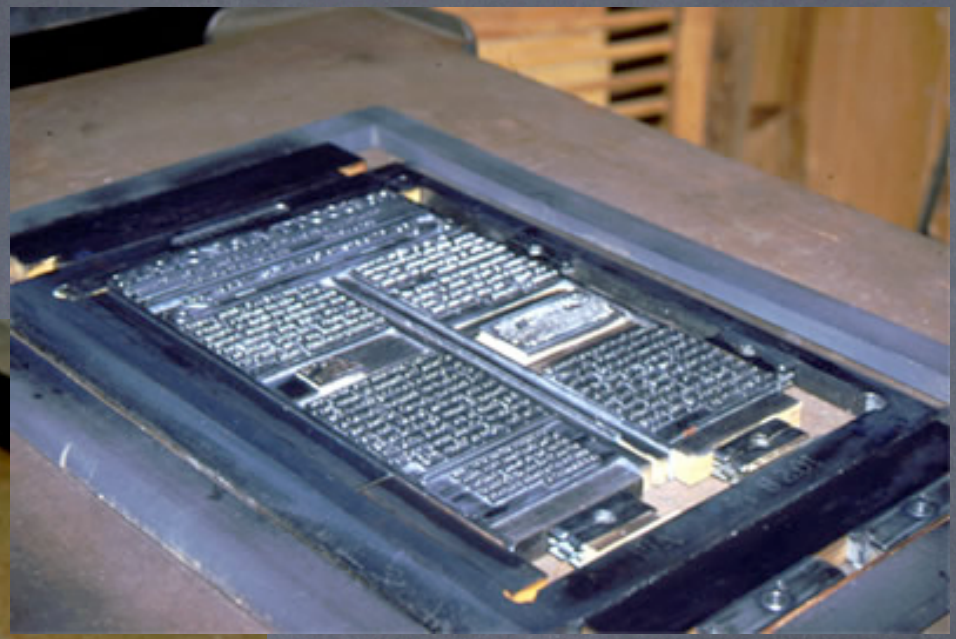
Type case

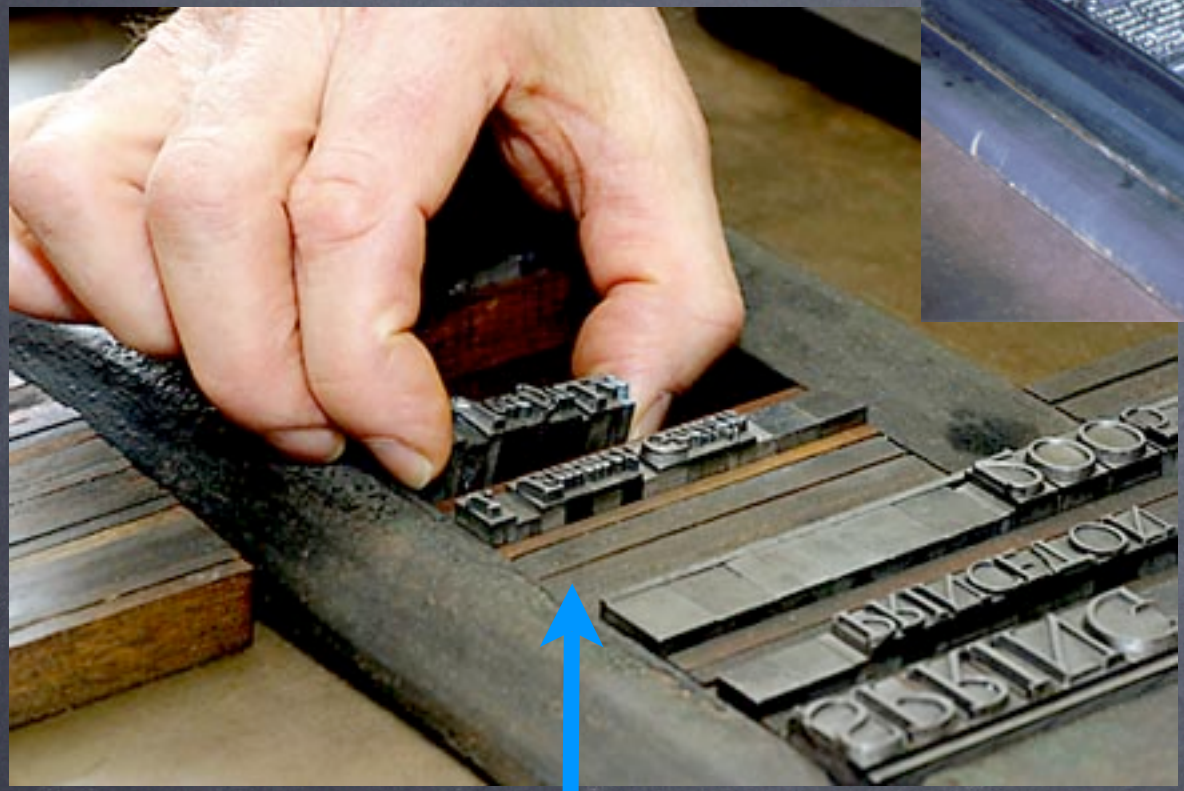
Leading



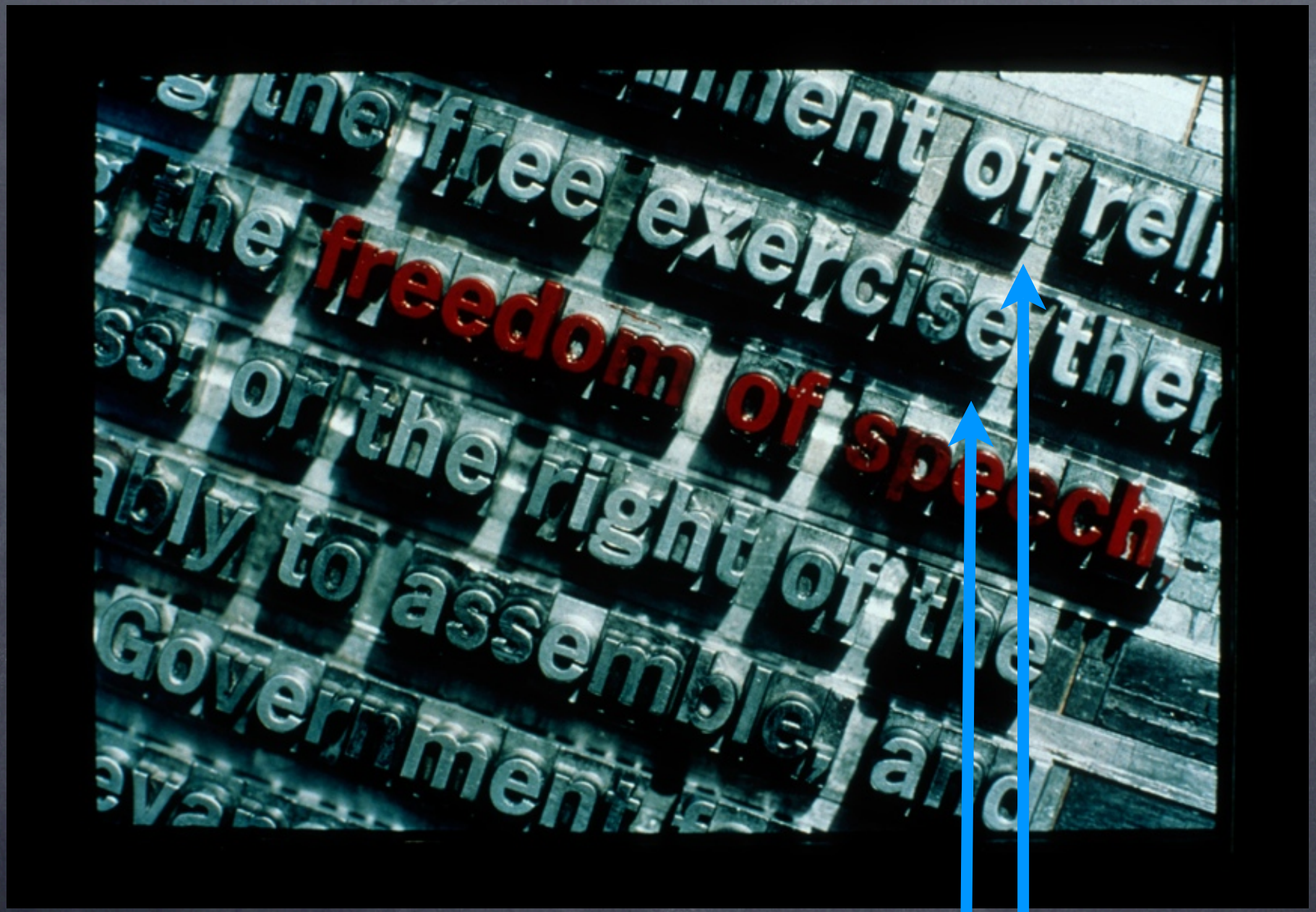
Type cases

Composing Stick



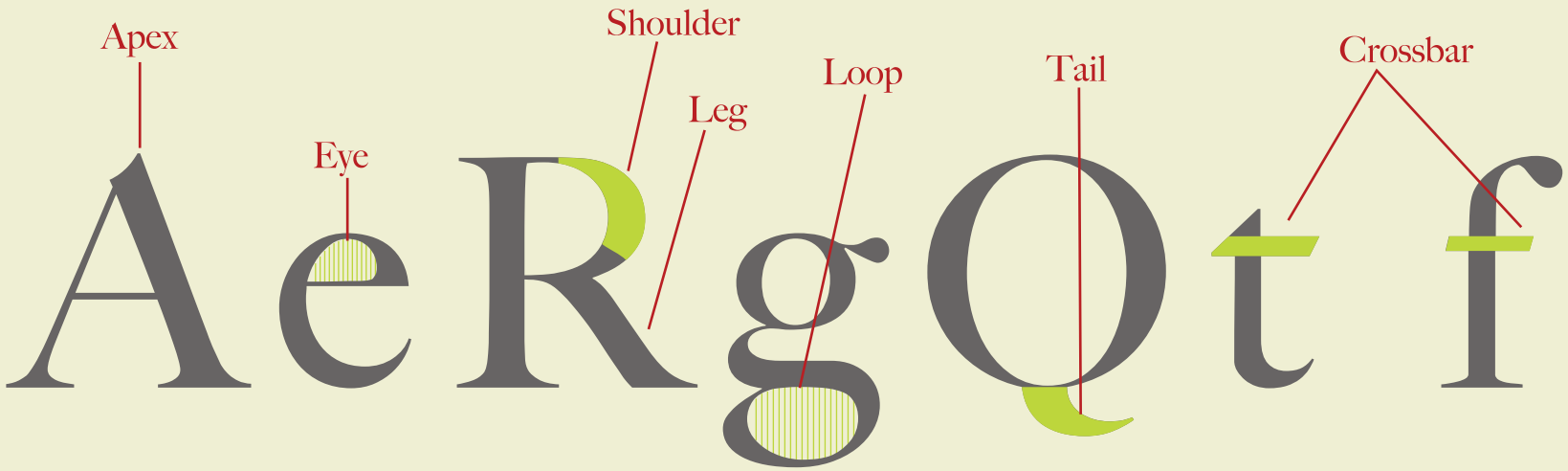


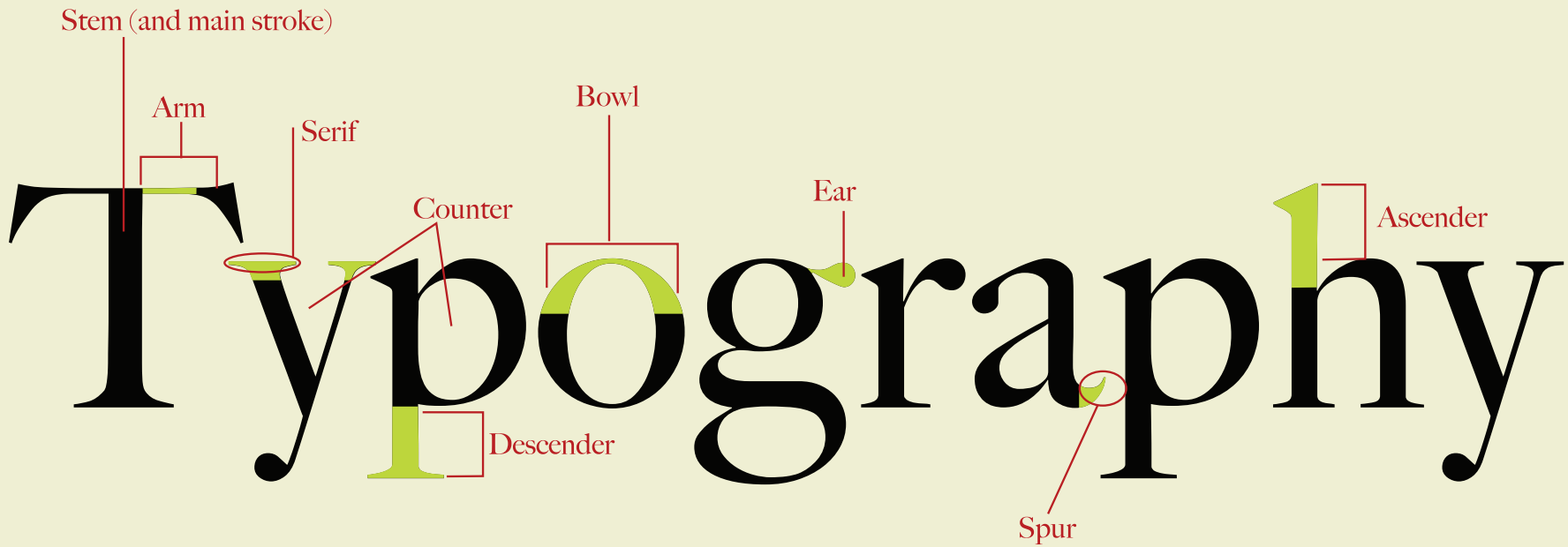
Type Chase

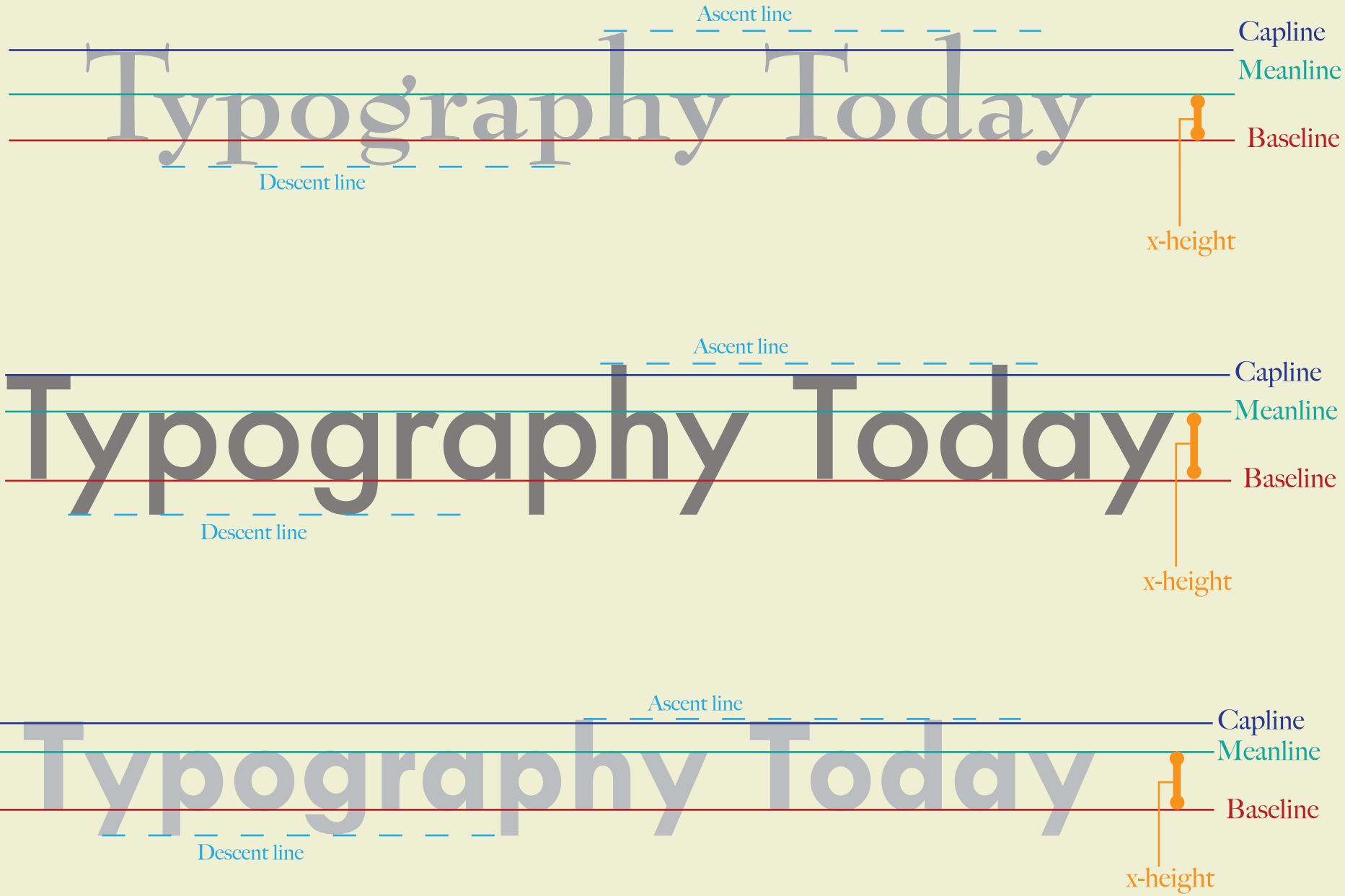

free exercise
freedom of speech
or the right
to assemble
Government

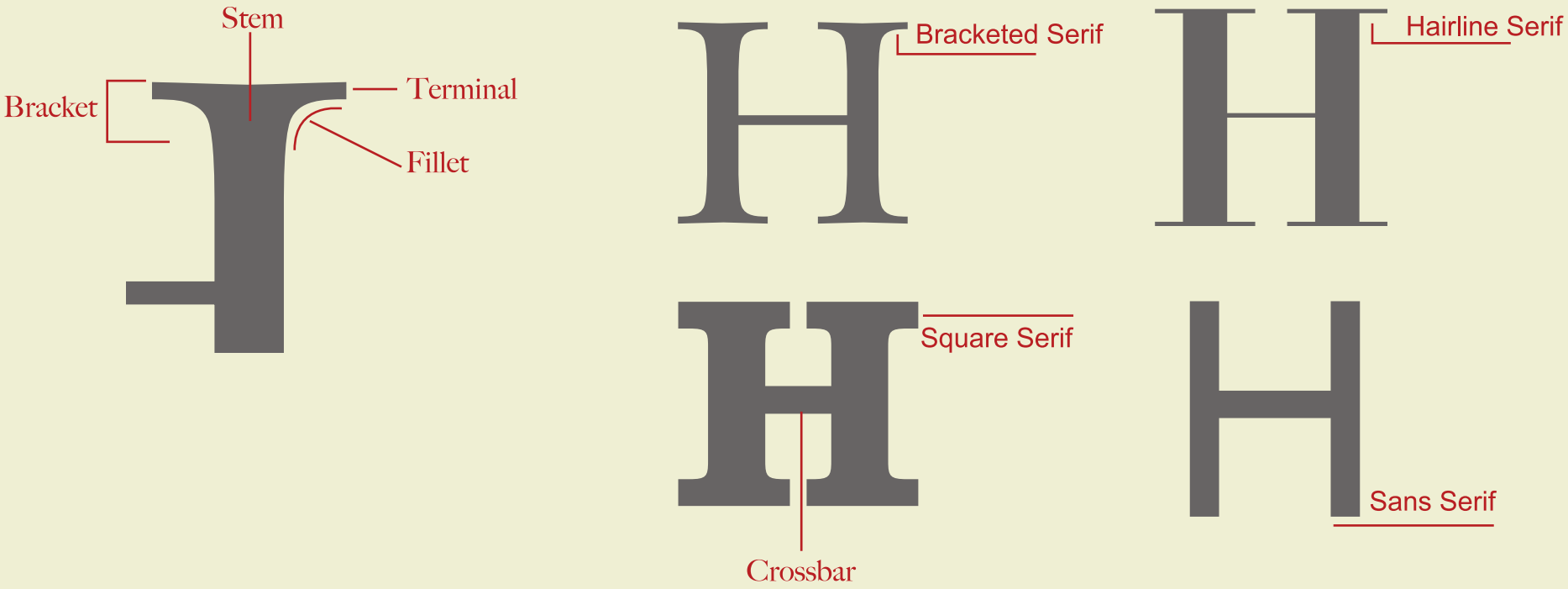
Leading

Type Anatomy


Apex
Eye
Shoulder
Leg
Loop
Tail
Crossbar
AeRgQtf


Stem (and main stroke)
Arm
Serif
Counter
Bowl
Ear
Ascender
Typography
Descender
Spur

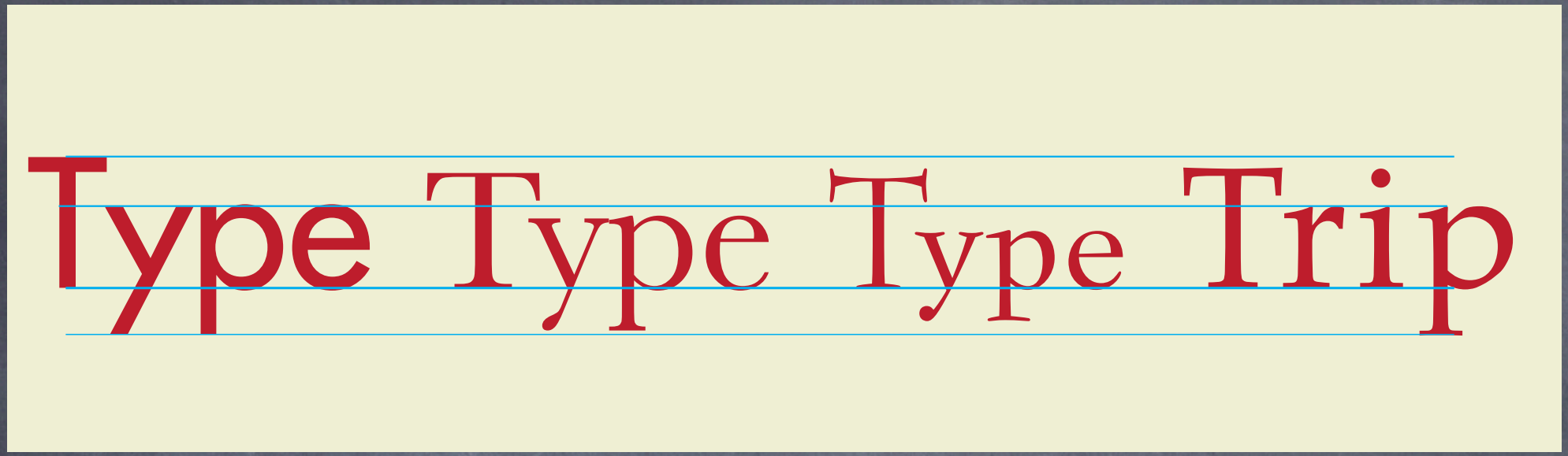

Ascent line
Capline
Meanline
Typography Today
Baseline
Descent line
x-height
Ascent line
Capline
Meanline
Typography Today
Baseline
Descent line
x-height
Ascent line
Capline
Meanline
Typography Today
Baseline
Descent line
x-height


Stem
Bracket
Terminal
Fillet
Bracketed Serif
Hairline Serif
Square Serif
Crossbar
Sans Serif

The Measure of Type

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

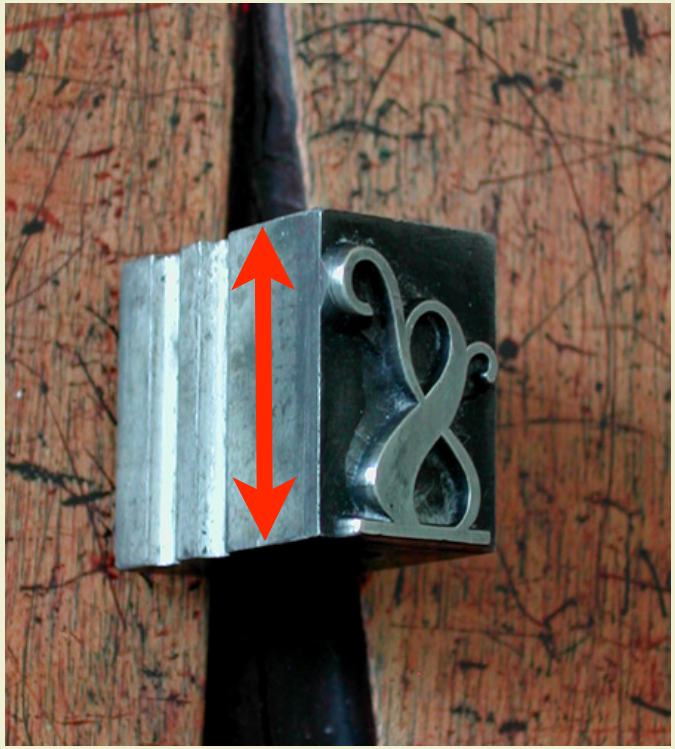
72 points = **1"**

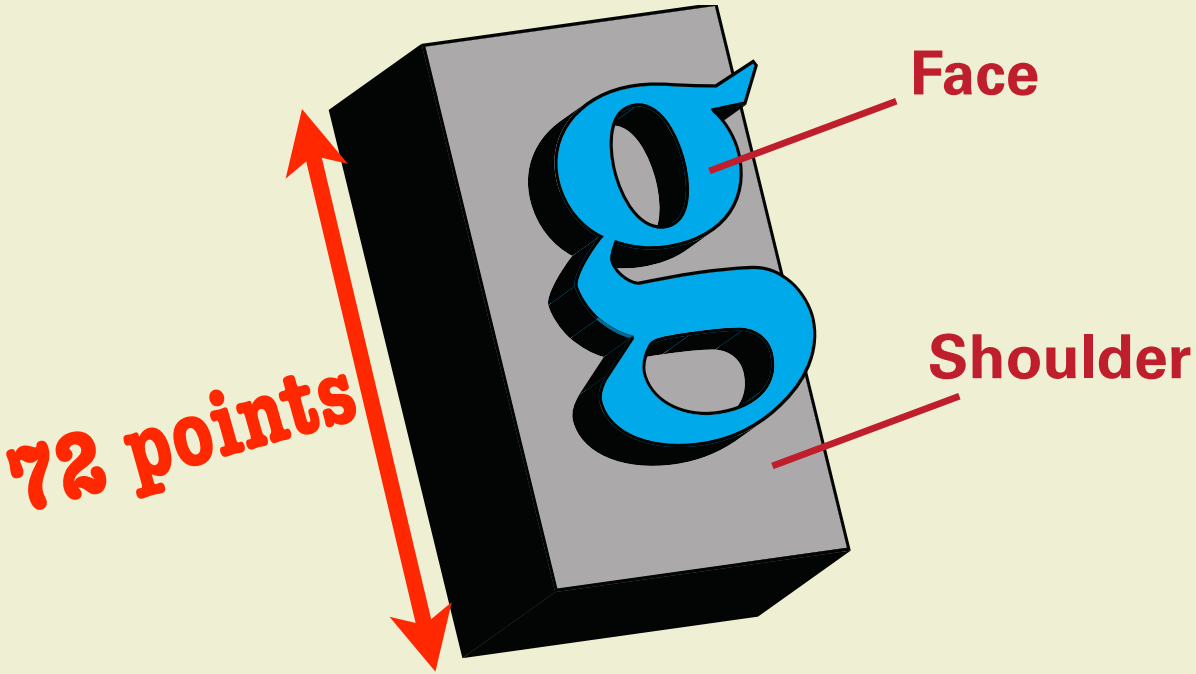


All these words are set in **72 point type.**

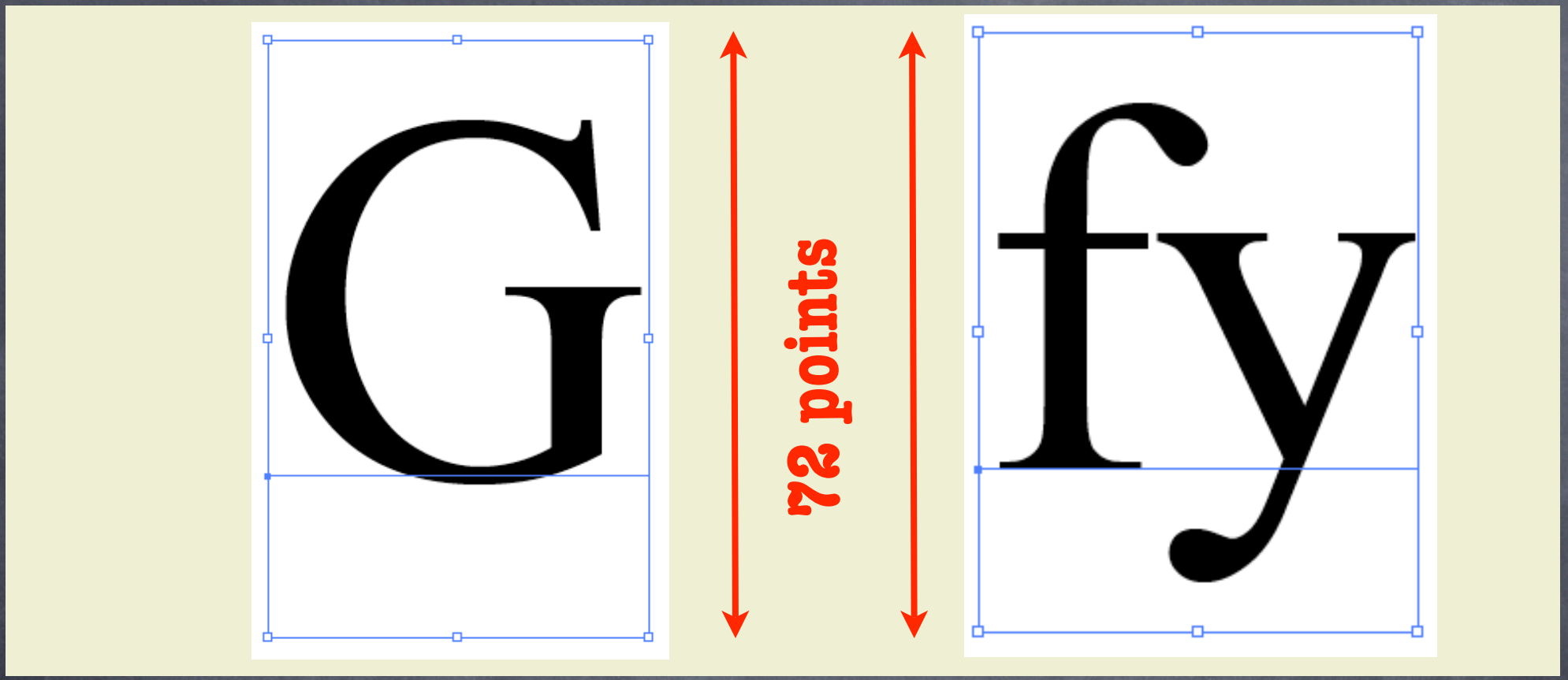
However, variations in x-heights and in the relationships between ascender/descender sizes and the x-height make them appear to be different sizes.

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





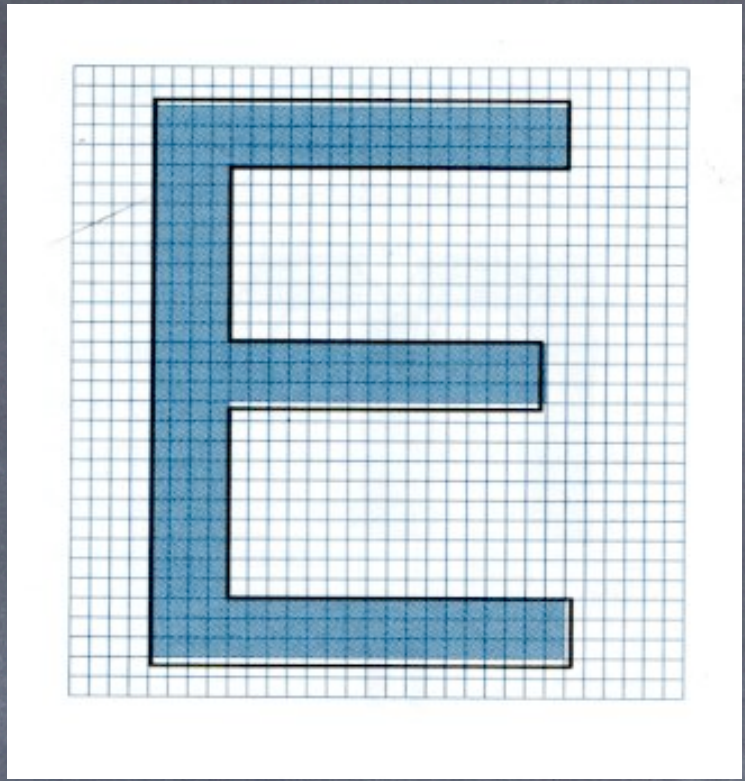
Type **size** was measured on the **body** of the metal and not from the actual size of the letter form. This takes into account things like caps, ascenders, descenders and the shoulder.



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

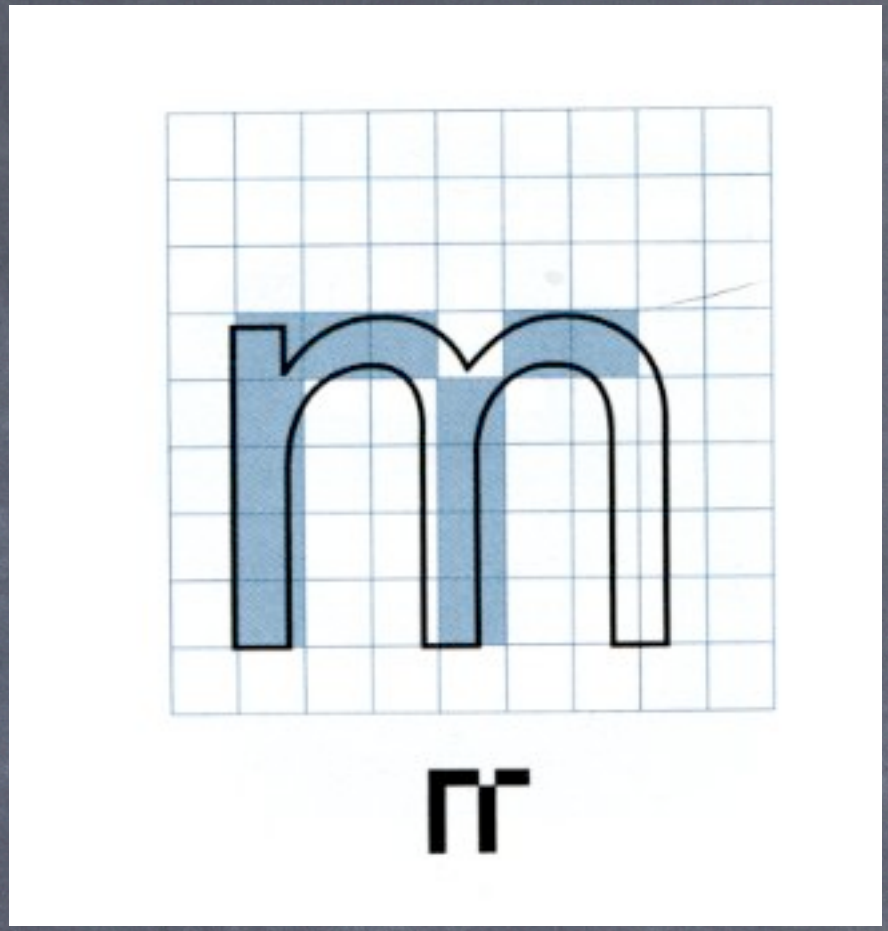
wysiwyg

wysiwyg
is a lie!

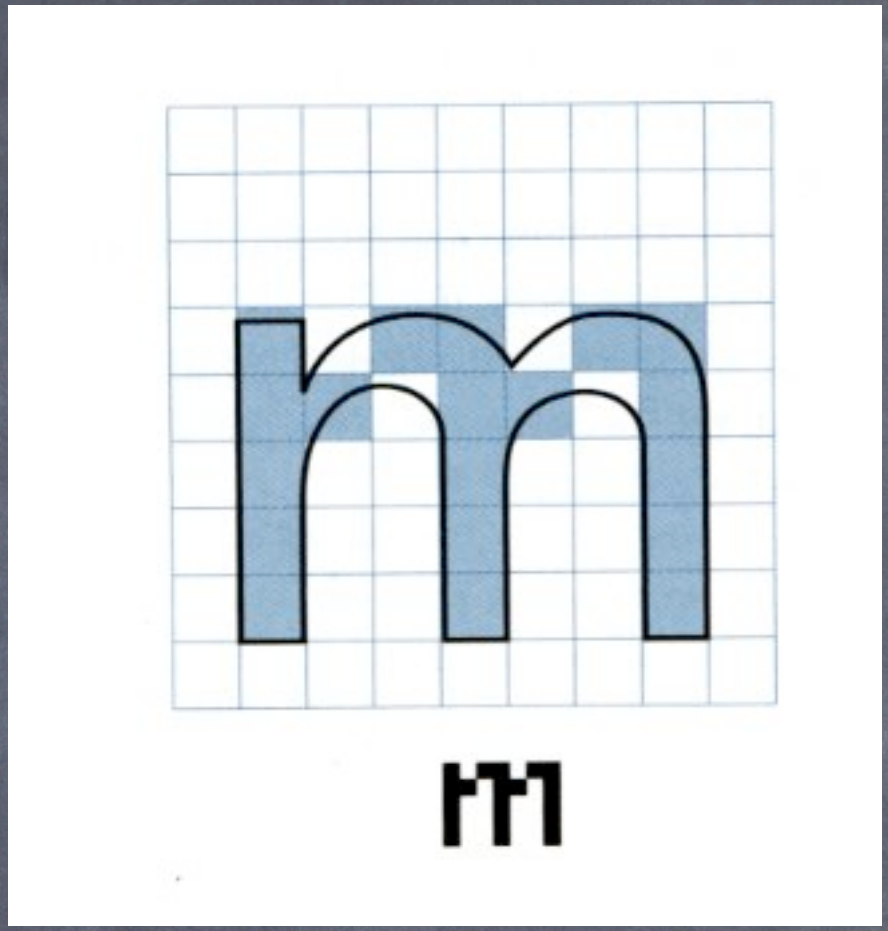


To print type, the computer lays an outline of the letter onto a grid of all the possible pixels on the “page” and then “colors in” the pixels that fall within the outline.

This is “rasterizing” the type.



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.