

LESSON 1

Type: Anatomy, Measurement & Punctuation

Aug. 21, 23
/ Review Aug. 28

Review / Tuesday, August 28

Bring work to class for review.
Do not staple pages together.

Format

8.5 x 11 vertical / right-facing pages
InDesign or Illustrator

Read

Describing letterforms

A Type Primer (ATP) 2–4

Understanding letterforms

ATP 52–55

Maintaining x-height

ATP 56

Form/counterform

ATP 57

X-Height

The Fundamentals of Typography (TFT) 45

Practice: Anatomy

Select a verb between 4 and 6 letters long with ascenders and descenders and typeset it in Title Case. Label the word with the typographic terms listed below. Consider the presentation of your example. Think about its size and placement on the page and remember, labels are typography too!

ascender

descender

baseline

median

cap height

x-height

counter

Terms: Units of Measure

Since letterforms are too small to use typical units of measure, feet and inches have been replaced by points and picas. Define each of the following.

Pica

Point

Em

En

Practice: Dashes & Punctuation

Every mark on a page is important to a designer. The correct usage of punctuation marks should be considered with care. Demonstrate the correct use of the following by providing examples of each. Provide captions that explain each illustration.

Hyphen

Ellipses

En Dash

Smart Quote

Em Dash

Hanging Punctuation

Practice: Special Characters

Special Characters are typographic symbols used in certain situations to ensure a consistent and pleasing character to text. Demonstrate the correct use of the following by providing examples of each. Provide captions that explain each illustration.

Small Caps

Lining Numerals or Figures

Old Style Numerals or Figures

Ligatures

Swashes

Example of an ascender

bdfhk

gjpy

Example of a descender

“t” does not have an ascender

thx