

# Desktop Typography

"Type is the clothing that words wear."

LECTURE NOTES,  
HANDOUTS & REFERENCES  
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## DESKTOP TYPOGRAPHY

### References

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- Blatner, David, The Quark Xpress Book, Berkeley: Peachpit Press.
- Ginger, Stop Stealing Sheep and Find Out How Type Works, Adobe Press.
- Buchanan, Carol, Great Type Combinations, North Light Books, 1993.

### Vocabulary

Kerning:	adjusting space between two characters
Kerning Tracks:	optimum kerning for the font and point size being used as intended by the designer
Kerning Pairs:	measurements for how pairs of letters are kerned. Built in by font vendor.
Word Spacing:	the spacing between words
Letter Spacing:	the spacing between letters
Leading	the spacing between lines
Tracking:	letter and word spacing of a block of text
Horizontal Scale:	to compress or expand characters
Em:	Quark= the size of two zeros in that point size PageMaker= a unit of measure equal in length and width to the point size of the type in use, therefore a 12-point emspace equals a space 12 points wide.
En:	one-half of an em
Hard Return:	made by pressing the Return Key, creates a line break and identifies the end of a paragraph
Soft Return:	made by pressing the key combination of the Return + Shift key. Creates a line break but does not end a paragraph. Therefore automatic paragraph settings are ignored.
Typeface:	specific design of type (Times Roman, Helvetica, Palatino . . . ) Typeface and Font can be used interchangeably.
Family:	group of typefaces installed as a unit (Helvetica, Helvetica Bold, Helvetica Italic, . . . )
Font:	same as typeface

### Additional Vocabulary

alignment	edit	justified	serif
body text	face or type face	key caps	style
centered	flush left	oblique	type style
condensed type	flush right	orphan	typo
copy	FL/RR	pica	weight
copy-fitting	font or type font	point	widow
color of type	hard return	sans serif type	word spacing
display type	headline	script type	x-height

### Measurements

point= 1/72 inch  
pica= 12 points

1 pica = 12 points  
6 pica = 1 inch  
72 points = 1 inch

Point Sizes: 6 8 10 12 18 24 36 72