



http://3v6x691yvn532gp2411ezrib.wpengine.netdna-cdn.com/wp-content/uploads/sites/default/files/story_images/20120201_anatomy_of_a_character.pdf
<http://designshack.net/wp-content/uploads/kerntips-5.jpg>

72 points = 1 inch; 6 picas = 1 inch
 Point size measure from ascender to descender

SPACING:

Kerning is specific: it is the spacing between 2 letters
Tracking is generalized: it uniformly affects the spacing between all the characters in a range of text
Leading is usually generalized: it is the space between lines of type
Alignment: Left Justified (Aligned/Flush); Right Justified (Aligned/Flush); Centered; Justified; Force Justified



TYPE FAMILIES:

At the most basic level, one could consider type as either serif, sans serif, or “other”. However, details set type into families. The following are the general accepted groupings and titles.
Serif: Old Style or Humanist (EX: Garamond, Bembo); Transitional (EX: Times New Roman); Modern (EX: Bodoni); Slab Serif or Egyptian (EX: Clarendon)
Sans Serif: Grotesque (EX: Akzidenz Grotesk, Franklin Gothic); Geometric (EX: Futura, Century Gothic); Realist (EX: Helvetica, Arial); Humanist (EX: Optima, Verdana)
“Other”: Scripts (EX: Zapfino, Edwardian Script); Blackletter (EX: Old English, Textura, Gothic, Fraktur); Decorative