

THE NEW ENGLAND TYPOGRAPHIC TERMS AND DEFINITIONS

INSTITUTE OF ART

Typesetting (typography)

The art and craft of choosing and assembling type elements to present the words at hand.

WINTER 2010

Font

Complete assembly of all the characters of one size of one typeface, including upper- and lower-case letters, numerals, punctuation marks, points, etc....

GD107

TYPOGRAPHY AND LAYOUT

Type Family

A related collection of type fonts in various weights and versions, designed to work together. The usual components of a type family are roman, italic, bold.

ROOM 109 WEST

INSTRUCTOR

Donna Stepien

Flush Left

Type that lines up vertically on the left. Also known as 'rag right.'

Flush Right

Type that lines up vertically on the right. Also known as 'rag left.'

Justified Type

Type that lines up vertically on the left and on the right.

Centered Type

Lines of type set centered on the line length that is measured.

Condensed Type

Narrow version of a regular typeface.

Expanded Type (sometimes called 'extended')

A wide version of a regular typeface.

Em (Em Quad, Em Dash)

In handset type, a metal space that is the square of the type body size. 10 point em space is 10 points wide and ten points high.

En (En Quad, En Dash)

Same depth of an em, but 1/2 the width (the en space of 10pt type is 5pts wide).

Ascender

The part of the lower case letter that rises above the body of a letter.

Descender

The part of the lower case letter that falls below the body of a letter.

Caption

Explanatory text accompanying illustrations or photographs.

Baseline

The imaginary horizontal line upon which the body of all the characters in a given line stand. (This does not include the ascenders and descenders).

Copyfitting

Determining the area required for a given amount of copy in a specified font.

Capital Letters (Caps, Upper Case, Majuscules)

Capital letters of the alphabet.

Lower Case Letters (Miniscules)

Small letters of the alphabet.

AAs (Authors' Alterations)

Changes and additions in copy after it has been set in type.

Display Type

Type that is used to attract attention. Usually (but not always) 18 points or larger.

Text Type (Body Type, Body Copy)

Type, usually from six to 14 points, generally used as the main part or text of a printed piece, as distinguished from the headline.

Keyline

In artwork, an outline drawing of finished art to indicate the exact shape, position and size for such elements as halftones and line sketches.

Keyboard (the noun)

The part of the typesetting machine at which the operator sits and types the copy to be set.

THE NEW ENGLAND INSTITUTE OF ART **Keyboard (the verb)**
As in 'to keyboard type.'

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GD107 **Greeking**
TYPOGRAPHY AND LAYOUT A term used to signify body type set in a layout with letters of a size and typeface (a font) which will be used in finished copy. The letters do not form words; they are used only to signify where text is to be placed in the layout.

ROOM 109 WEST **Logotype**
The name of a company or product in a special design, usually used as a trademark in advertising. Logotypes often incorporate typography, hence the name. Typography in a logotype is often stylized.

INSTRUCTOR **Layout**
Donna Stepien Traditionally, a hand-drawn preliminary plan of the basic elements of a design shown in their proper position, as in 'rough layout' or 'comprehensive layout.' Layouts are now most often produced digitally, with a low-resolution printout as the rough or comprehensive.

WYSIWYG
In digital (also called electronic) publishing, an acronym for 'what you see is what you get.' It means that the typographic page viewed on the screen essentially represents what the printed output will look like.

Proofreader's Marks
Shorthand symbols used by proofreaders to signify alterations and corrections in the copy. They are standard throughout the printing industry.

Type Weight
In typesetting, the variation of a letterform (i.e. light, regular, bold)

Typo
A typographic error – made in copy while typing.

x-Height
The height of the body of the lower case letters, not including ascenders and descenders.

Small Caps
A complete alphabet of capital letters that may be the same size as the x-height, or a percentage of the x-height, of a typeface.

Serif
Serifs are short cross-strokes in the letterforms of some typefaces, usually Old Style, Transitional, Modern and Slab Serif classifications.

Sans Serif
Sans, from the French, meaning 'without.' Letterforms without serifs. The first sans serif typeface was produced 1816.

Mechanical
Traditionally, preparation of copy to make it 'camera-ready,' with all type and design elements pasted on the an artboard in exact position. It contained instructions, usually in the form of a tracing-paper overlay, for the printing company to produce negatives for, and print the final piece. This technology was challenged during the 1990s with digital typography, and by the late 1990s was almost entirely replaced by digital technology. Currently, the 'mechanical' is usually in the form of a computer file (either a 'raw' file in an editable software such as InDesign, or in 'pdf' format, with all fonts and images imbedded and ready for print.

Type Rendering (Type Specifying ['Specing'], Copyfitting)
Indicating the type – including style, size, weight, leading, alignment, line length, letterspacing, word spacing – that will be printed in a given area of a finished piece.

Reverse Type
In printing, this refers to type that drops out of the background and assumes the color of the paper.

Letterspacing (Character Spacing)
An adjustment in typesetting that allows the typographer to alter the normal spacing of letters, to make them fit together tighter or looser. Some page layout programs call it 'tracking.' Also, in QuarkXPress, InDesign and Illustrator, Hyphenations and Justifications (H&Js) permit the typesetter/designer to make changes in character spacing, most notably in justified paragraphs.

Scaling
A term used in phototypesetting and digital publishing, meaning to change the typeface to appear either expanded or condensed *without actually using the expanded or condensed version of the typeface*. It is a practice not advised in professional typesetting, as it distorts the relationship between letterform and counterform.

Kerning
Adjusting the space *between a pair* of letters, so they become closer together or farther apart.

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Interline Spacing (Leading)

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The distance between lines of type, – always measured in points – from baseline to baseline.

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AND LAYOUT**

Point

The smallest typographical unit of measurement. A point measures approximately 1/72 of an inch. Type is measured in points, with standard sizes being 6, 7, 8, 9, 10, 11, 12, 14, 18, 24, 30, 36, 48, 60, and 72-point type.

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Pica

A typographic unit of measure. 12 Points are equal to one pica. Six picas are equivalent to one inch. The length of a line of type is specified in picas. The depth of a block of typographic copy is specified in picas.

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Ligature

A typographic character produced by combining two or more letters that might otherwise ‘collide’ when placed alongside each other, to improve legibility and to aid in reading (i.e. ffi, ffl).

Lining Figures

Numerals identical in size to the majuscules and aligned on the baselines.

Non-Lining figures (Old Style Figures)

Numerals that exhibit a variation in size, including characters aligning with the lowercase x-height, and others with ascenders or descenders.