

The basics of  
**TYPOGRAPHY**



prepared by  
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# The basics of **TYPOGRAPHY**

## Lesson Menu

1. Anatomy of a letter ->
2. Serif and Sans Serif ->
3. Font families ->
4. Kerning ->
5. Tracking (Letter spacing) ->
6. Leading (Line spacing) ->

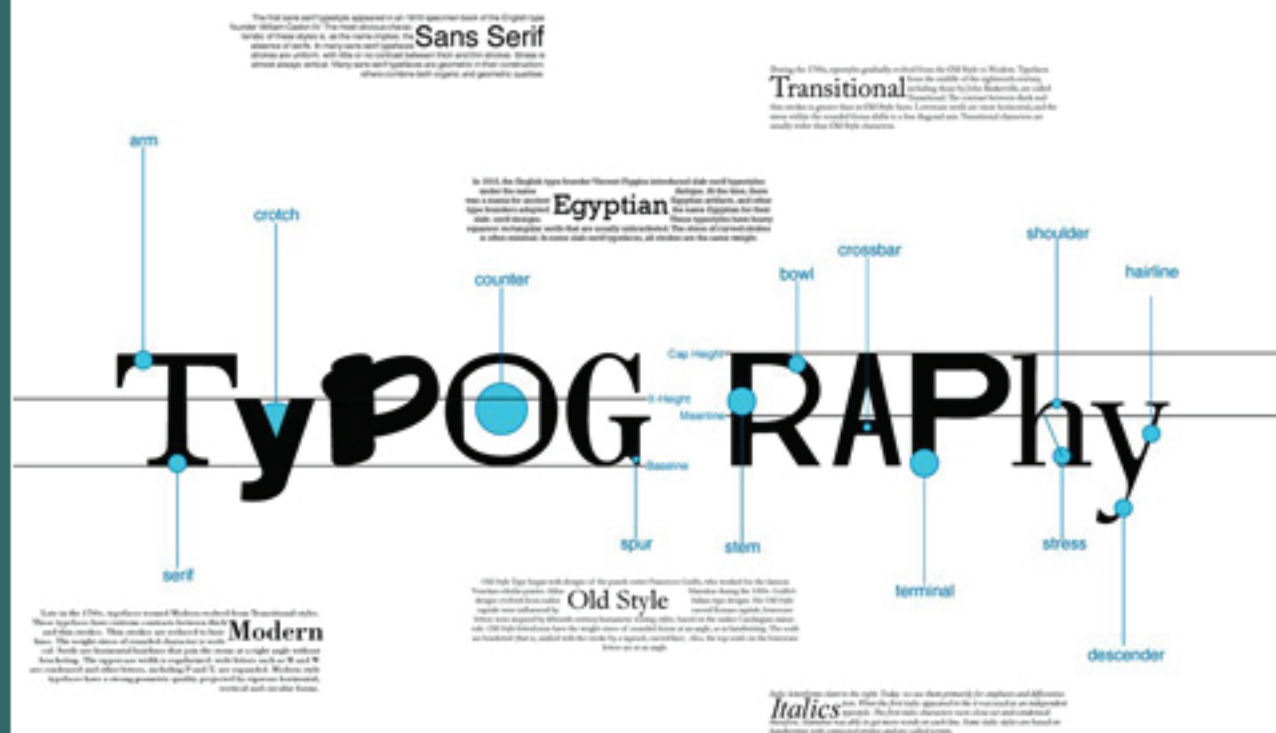


# The basics of Typography

## Anatomy of a letter

[Click to see](#)

Ascender  
Descender  
Mean line  
Baseline  
X-height  
Bowl  
Counter  
Aperture  
Serif

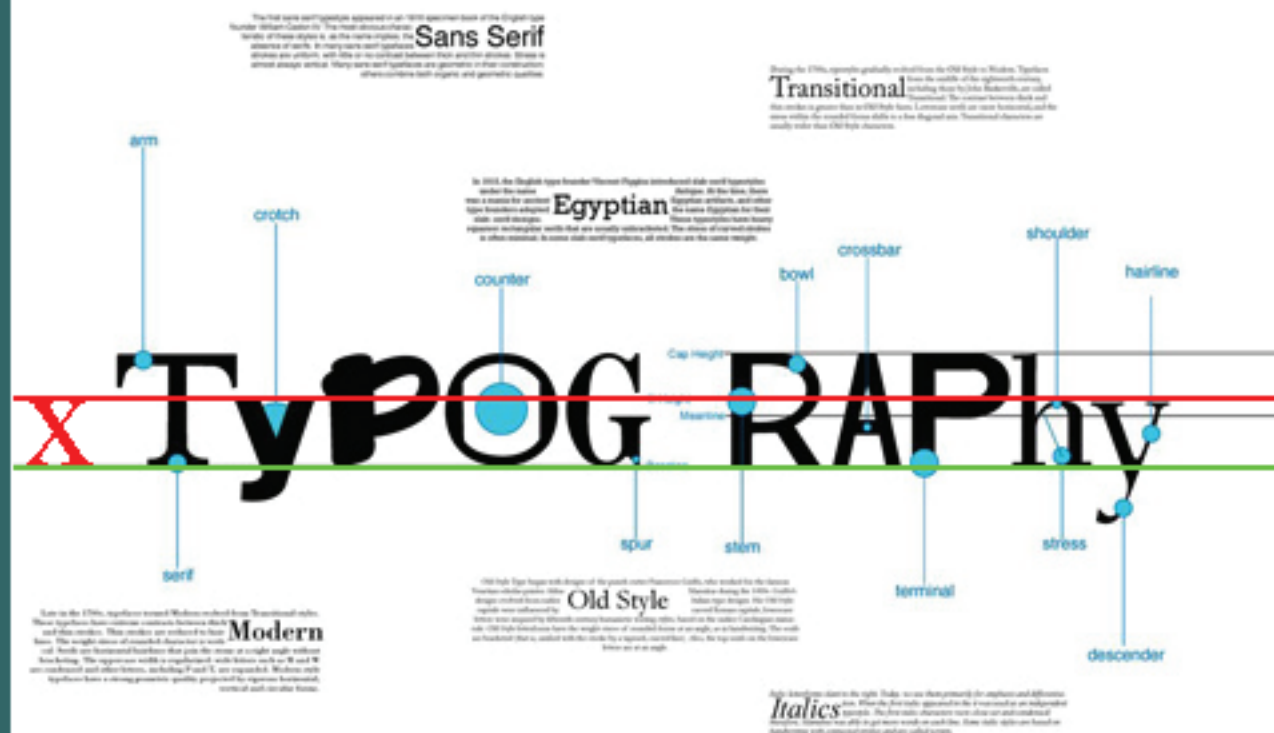


# The basics of Typography

## Anatomy of a letter

[Click to see](#)

Ascender  
Descender  
Mean line  
Baseline  
X-height  
Bowl  
Counter  
Aperture  
Serif



# ascender

view  
ascender



A row of five lowercase letters: b, d, h, k, and l. Each letter has a red arrow pointing to its ascender, the part that rises above the x-height of the letter. The letter 'b' has a red arrow pointing to its stem. The letter 'd' has a red arrow pointing to its stem. The letter 'h' has a red arrow pointing to its stem. The letter 'k' has a red arrow pointing to its stem. The letter 'l' has a red arrow pointing to its stem.

**Ascender:** The part of lowercase letters (such as b, d, h, k, l) that rise above the x-height of the other lowercase letters.

# ascender

view  
ascender



**Ascender:** The part of lowercase letters (such as b, d, h, k, l) that rise above the x-height of the other lowercase letters.

The basics of Typography

Anatomy of a letter

# ascender

**Click** on the ascending letter below

adlyig



The basics of Typography

Anatomy of a letter

# ascender

**Click** on the ascending letter below



adying

< menu >



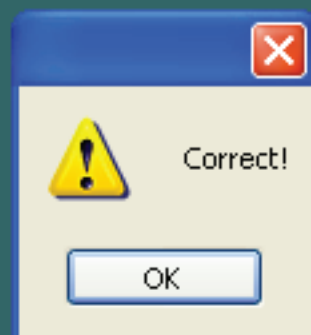
The basics of Typography

Anatomy of a letter

# ascender

**Click** on the ascending letter below

a**d**yig



< menu >

[view  
descender](#)

# descender

y p q g j

**Descender:** The part of lowercase letters (such as y, p, q, g and j) that descends below the baseline of the other lowercase letters in a font face.

# descender

view  
descender



**Descender:** The part of lowercase letters (such as y, p, q, g and j) that descends below the baseline of the other lowercase letters in a font face.

The basics of Typography

## Anatomy of a letter

# descender

**Click** on the descending letter below

k s r l g a

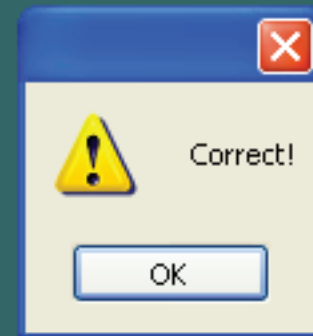


The basics of Typography

## Anatomy of a letter

# descender

**Click** on the descending letter below



k S r l g a



The basics of Typography

## Anatomy of a letter

**Click** on [view better](#) to see corrected

[view  
better](#)

**TOO TIGHT**

Watching for how they  
play in two-line headlines  
in this paragraph.

**Important:** Ascenders and Descenders are important, because if your ascenders reach up and touch the descenders in your paragraph, they make it hard to read.



The basics of Typography

## Anatomy of a letter

**Click** on [view better](#) to see corrected

[view  
better](#)

**BETTER**

Watching for how they  
play in two-line headlines  
in this paragraph.

**Important:** Ascenders and Descenders are important, because if your ascenders reach up and touch the descenders in your paragraph, they make it hard to read.



## Anatomy of a letter

Adjust the distance of second line of the text below.

Nothing is worse than text that is too close.  
It makes it very tough to read.

But it is not very tough to read when you  
write below this line.

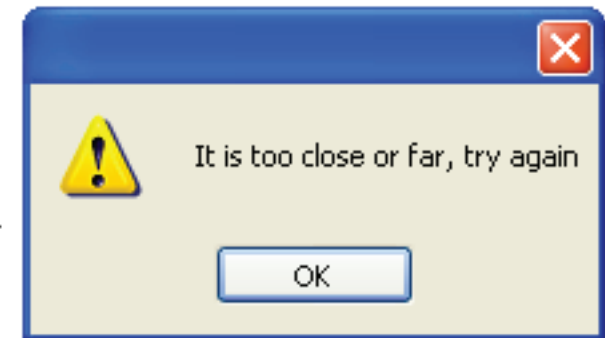


## Anatomy of a letter

Adjust the distance of second line of the text below.

It makes it very tough to read.  
Nothing is worse than text that is too close.

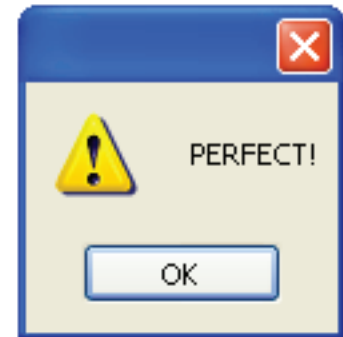
But it is not very tough to read when  
write below this line.



## Anatomy of a letter

Adjust the distance of second line of the text below.

It makes it very tough to read.  
Nothing is worse than text that is too close.



But it is not very tough to read when you  
write below this line.

The basics of Typography

## Anatomy of a letter

# mean line, baseline

**mean line:** the mean line, is the line that determines where non-ascending lowercase letters terminate in a typeface.

view  
meanline

---

a c e v

**baseline:** the baseline is the imaginary line upon which a line of text rests.

view  
baseline

< menu >

The basics of Typography

## Anatomy of a letter

# mean line, baseline

**mean line:** the mean line, is the line that determines where non-ascending lower-case letters terminate in a typeface.

view  
meanline



a c e v

**baseline:** the baseline is the imaginary line upon which a line of text rests.

view  
baseline



# x-height

view  
x-height



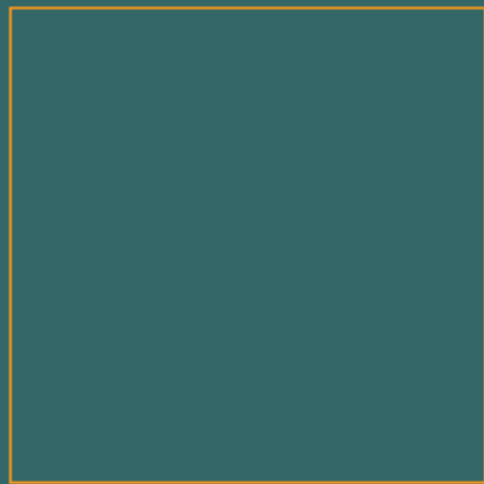
DISTANCE BETWEEN  
THE BASELINE AND  
THE MEANLINE

**X-height:** X-height is the distance between the baseline of a line of type and tops of the main body of lower case letters (i.e. excluding ascenders or descenders). The x-height is a factor in typeface.



# x-height

view  
x-height



DISTANCE BETWEEN  
THE BASELINE AND  
THE MEANLINE

**X-height:** X-height is the distance between the baseline of a line of type and tops of the main body of lower case letters (i.e. excluding ascenders or descenders). The x-height is a factor in typeface.



The basics of Typography

## Anatomy of a letter

# x-height

**Click** on the x-height letter below

q z h g d k

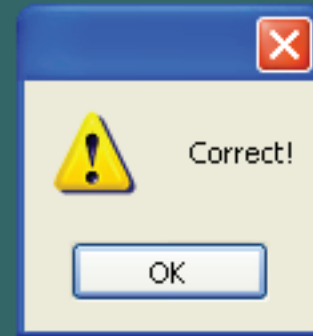


The basics of Typography

## Anatomy of a letter

# x-height

**Click** on the x-height letter below



q **z** h g d k



The basics of Typography

## Anatomy of a letter

# bowl

view

bowl

b o q g B D

**Bowls:** The fully closed, rounded part of a letter. The curved part of the character that encloses the circular or curved parts (counter) of some letters such as d, b, o, D, and B is the bowl.



# bowl

view  
bowl



**Bowls:** The fully closed, rounded part of a letter. The curved part of the character that encloses the circular or curved parts (counter) of some letters such as d, b, o, D, and B is the bowl.



The basics of Typography

## Anatomy of a letter

# bowl

**Click** on the letter below which has a bowl

wy k o v s

< menu >

The basics of Typography

## Anatomy of a letter

# bowl

**Click** on the letter below which has a bowl



wy**k**oV**S**

< menu >

The basics of Typography

Anatomy of a letter

# counter

view  
counter

sdocue

**Counter:** In typography, the enclosed or partially enclosed circular or curved negative space (white space) of some letters such as d, o, and s is the counter.

< menu >

The basics of Typography

Anatomy of a letter

# counter

view  
counter

sdooue

**Counter:** In typography, the enclosed or partially enclosed circular or curved negative space (white space) of some letters such as d, o, and s is the counter.

< menu >

The basics of Typography

## Anatomy of a letter

# counter

**Click** on the letter below which has a counter

h r y t s n

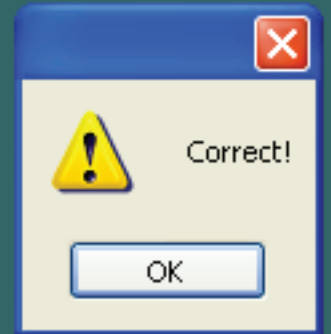


The basics of Typography

## Anatomy of a letter

# counter

**Click** on the letter below which has a counter



hrytSn

< menu >



view  
aperture

# aperture

h n m a

**Aperture:** The aperture is the partially enclosed, somewhat rounded negative space in some characters such as h, n, m, C, S, the lower part of e, or the upper part of a double-storey a.



# aperture

view  
aperture



**Aperture:** The aperture is the partially enclosed, somewhat rounded negative space in some characters such as h, n, m, C, S, the lower part of e, or the upper part of a double-storey a.



The basics of Typography

## Anatomy of a letter

# aperture

**Click** on a letter which has an aperture

n k l j f i

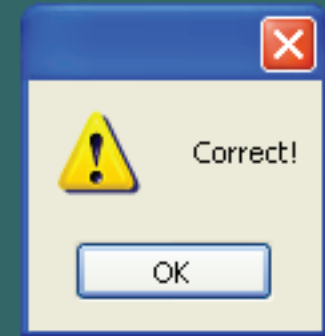
< menu >

The basics of Typography

## Anatomy of a letter

# aperture

**Click** on a letter which has an aperture



**n** k l j f i

< menu >

The basics of Typography  
*Anatomy of a letter*

assessment

start >

< menu >

The basics of Typography

## Anatomy of a letter

# assessment

1. **Click** on a word which has an ascending and descending letters.

soup      type      cake

letter      clay      slim



The basics of Typography

## Anatomy of a letter

# assessment

1. Click on a word which has an ascending and descending letters.

soup

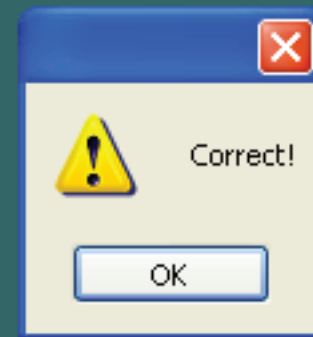
type

ake

letter

clay

slim



The basics of Typography

Anatomy of a letter

assessment

Your Score: 80

4 correct

1 wrong

Retake  
the test

Next  
Lesson >

< menu >