

typography terminology

Typography can often be the most challenging part of any graphic design. Desktop Publishing (DTP) software will have lots of options for controlling and refining how you present text.

Attention to detail matters when creating that perfect layout.

However, the language and terminology used with typography can be very complex, especially when you are new to the top.

Here we cover the basics. Research typography and label the sample text below. We have even provided you with a 'word bank' of key terms to get you started.

Kerning
Leading
Base Line
Tracking
Serif
Sans-Serif
Glyph

Ascender
Descender
X-Height
Upper-case
Lower-case
Cap-Height
Point-Size

