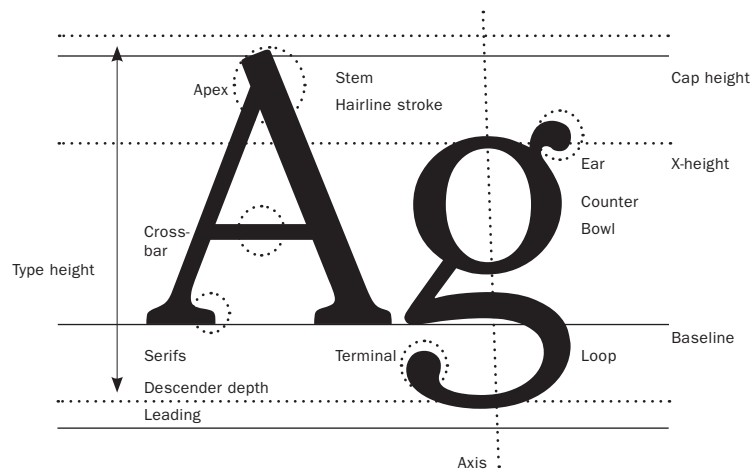


TYPOGRAPHY  
F. 2017

Lewis Center for the Arts  
Rm. 123

Peter Kazantsev

TYPE ANATOMY  
F. 2017



Every letterform is made of strokes cast by a mark-making tool, characterizing its ductus. How different the letters are from each other determine their speed and legibility, as well as the best ways in which to use them.



Letter spacing is done optically. In roman there should be 1 stroke width between letters, in bold  $\frac{1}{2}$  stroke. Smaller type requires more spacing to see, while larger type needs less. Always space small caps with a hair-line or a brass.

Wag!

Mathematical spacing

Wag!

Optical spacing

¼ Em [⅓ US]

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla quis sapien mi. Aenean elit arcu, pulvin sit amet posuere non, imperdiet nec leo. Pellentesque erat libero, egestas eu mattis sit amet, aliquet ut

metus. Mauris porttitor tellus non iaculis eleifend.

Aliquam convallis pellentesque ante, sit amet consectetur nulla mattis nec. Duis ultricies nulla condimentum ante pretium, eget pretium nulla voluptat. Viva musin us sodales, semper augue ut, interdum massa. Fusok at blandit urna. Duis rutrum id quam et vulputate Donec tristique enim tristique urna semper maxim Morbi non tempor felis. Etiam lacinia augue sed scelerisque finibus. Udiorae. Musaut reris au disle orep repediam ipsa quick dolor mo eost odit, cuscima zefit il gnatur?

Leading  
Type size

Rag zone

Large amounts of text are set using 8–10 point type, over leading 25% of the type size. Word spacing is consistent per document but varies around the world, ¼ Em spaces and l-spaces still prove the most popular. If justified, spaces between words shouldn't line up forming a river vertically or diagonally. If aligned to a side a rag zone of ⅓ to ½ the paragraph width is acceptable. 45–75 characters, spaces, and punctuation is ideal line length.

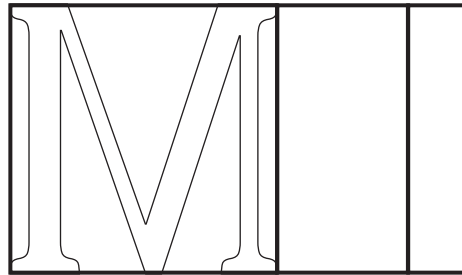
Lorum  
ipsum

Mathematical spacing

dolor  
sit met,

Optical spacing

TYPE MEASUREMENT  
F. 2017



Em space

1/2 Em [en]

1/4 Em



12 points=1 pica

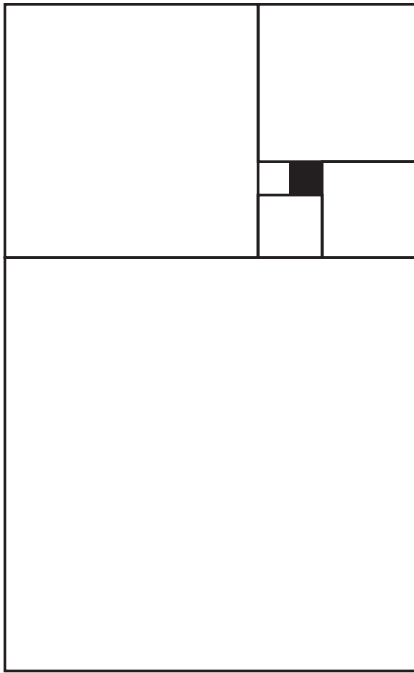
6 pts

2 pts

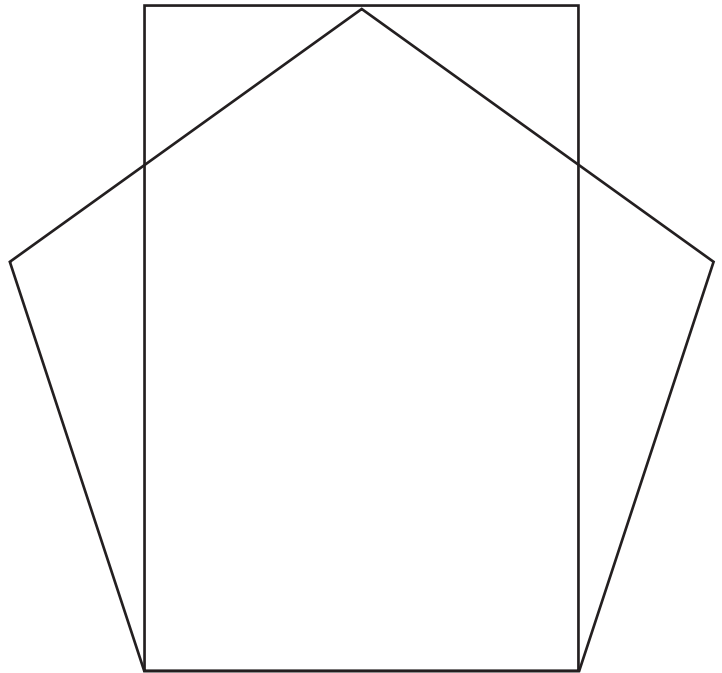
1 pt

Measure type size in points and pica from the top of the ascender to the bottom of the descender. For spacing material, use Ems.

PAGE DIMENSIONS  
F. 2017



1:1.618



1:1.538

Paper dimensions can be rational or irrational, chosen to fit the content. Rational ratios include 1:2, 2:3, 3:5, 3:4, 4:3[TV], 5:8, and 5:9; while irrational ratios are  $1:\sqrt{2}$ [1.414],  $1:\sqrt{3}$ [1.732] a little more than 2:3, rectangle of the pentagram 1:1.538, and the golden ratio 1:1.618. Typeface proportions are a good way to choose page proportions.