A STUDY OF... Typography with HELVETICA
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accents

Small marks over, under, or through a letterform, indicating specific punctuation or changes in stress.
àccéñts
AMPERS AND
short & sweet symbol for *and*. 
ascender

A portion of a miniscule letter that rises above the meanline of a font
The aspect ratio of a font is the ratio between the x-height of a font and font-size, which can be used as an indicator of legibility. Larger aspect values tend to be more legible than lower ones, especially when viewed at small sizes. Conversely, fonts with small aspect values become more legible when set at larger font-sizes.
In typography and penmanship, the baseline is the line upon which most letters “sit” and below which descenders extend.
cap-height
refers to the height of a capital letter above the baseline for a particular typeface. It specifically refers to the capital letters that are flat on top and bottom (H, X, I, etc...), as opposed to rounded letters, such as “O”, or pointed letters like “A”, both of which display overshoot.
CAPLINE

a line marking the height of uppercase letters within a font
the imaginary line which represents the uppermost part of capital letters and some characters’ ascenders
Capital
also known as uppercase letterforms, are a set of large and sometimes different letters that are used within a typeface to differentiate sentences and important items.
A word used to describe written symbols. This includes several letters, numbers, and various figures used in a writing system.
A word used to describe written symbols and various figures used in a writing system.
CONDENSED TYPE IS A NARROWER VERSION OF AN EXISTING FONT. THIS GIVES ROOM FOR MORE TEXT IN A SMALLER LIMITED AREA.
Counterform
An area entirely or partially enclosed by a letter form or symbol.
cross bar
The horizontal line contained between two vertical lines. The only three letters that have a cross bar are the uppercase A, uppercase H, and lowercase e.
In typography, a descender is the portion of a letter that extends below the baseline of a font.
larger than text fonts and give distinctive personality to a printed or displayed (on computer motors) publication.
DISSONANCE in design, visual
Extension and contrast between typographic elements.
ELLIPSES...
Vanity and pride are different things... often used synonymously. A person may be proud without, ... others think of us.”

are a series of marks that usually indicate an intentional omission of a word or sentence or whole section from the original text being quoted.
Colons and commas had all the fun—until the...
An em dash is the actual width of an “m” space. It can be used to replace commas, semicolons, parentheses, and colons to indicate an abrupt change of thought or interruption.
An en-dash is traditionally half an em-dash. It is used for a period of time when you might use “to.”
EXPANDED TYPE

A font in which the set widths of the characters are wider than in the standard typeface, giving the font a RECTANGULAR appearance.

Make moves, son.
Make moves, son.
Make moves, son.

Fig 1: Helvetica Light at 35pt in Condensed, Roman, and Expanded form.
In typography, greeking involves inserting Greek, Latin or non-sense text into prototypes of visual media projects (such as in graphic and web design) to check the layout of the final version before the actual text is available, or to enhance layout assessment by eliminating the distraction of readable text.

Also see:
Dummy Text,
Jabberwocky,
Lorem Ipsum.


Grid

A two-dimensional structure made up of a series of intersecting vertical and horizontal axes used to structure content. The grid serves as an armature on which a designer can organize text and images in a rational, easy to absorb manner.
THE SPACE BETWEEN THE PAGES WHERE THE SPINE IS ATTACHED.

RIGHT THERE.
Text that is separated from the rest of the body text, typically appearing at the top of the page and serving as a heading or title that introduces the rest of the content.

A header can also contain textual information, such as the date, chapter, page number, or other details. The use of headers creates a visual hierarchy between elements of the page, highlighting the items that are commonly most important for viewers to notice.

Distinguishing a header from the rest of the text can be accomplished in many ways, some of which include bolding, larger type size, distinct spacing from the rest of the text, different color, etc.
A header can also contain textual information, such as the date, chapter, page number, or other details.

The use of headers creates a visual hierarchy between elements of the page, highlighting the items that are commonly most important for viewers to notice.

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Text that is separated from the rest of the body text, typically appearing at the top of the page and serving as a heading or title that introduces the rest of the content.
The term also describes the creation of a deep recess, the space between a margin and text, and more simply, the forming of an indentation.

The purpose of an indent is to create a visual separation between paragraphs.
italics
while roman typefaces are upright, italic typefaces slant to the right while roman typefaces are upright, italic typefaces slant to the right while roman typefaces are upright, italic typefaces slant to the right while roman typefaces are upright, italic typefaces slant to the right while roman typefaces are upright, italic typefaces slant to the right while roman typefaces are upright, italic typefaces slant to the right while roman typefaces are upright, italic typefaces slant to the right while roman typefaces are upright, italic typefaces slant to the right.
Kerning is the adjusting the space between two letters...
Because the space between characters expands as the type size increases, designers often fine-tune letterspacing when working with large letters.
lowercase refers to the smaller of the two cases of letters that characterize the alphabet.
The Meanline is an invisible line that marks where non-ascending letters terminate.
marks where non ascending letters terminate
a single word on a line, left over at the end of a paragraph.
a typographic unit of measurement typically used to measure the length of a line of text and column widths

smaller measurements are better represented in picas than inches because picas use whole points as their remainder instead of fractions

pica distance is formatted as $x\text{p}y$, wherein the $x$ is picas and the $y$ is the remaining distance, measured in points

5 inches = 30 picas
5.333 inches = 32 vertical picas

12 point font = 1p
14 point font = 1p2
18 point font = 1p6
24 point font = 2p
30 point font = 2p6
36 point font = 3p
48 point font = 4p
60 point font = 5p

1.5 inches = 9 picas

Note: Each hashmark is 1 pica long and each box of the grid has sides 3 picas long

10.833 inches = 65 picas
point

Yy calculated from the cap-height & decender guides
A small unit used to measure type size.
Roman

The regular or upright counterpart of an italic or oblique typeface
A solid or dashed graphic line in documents used to separate the elements of a page. Rules and other graphic devices should be used sparingly, and only for clarifying the function or other elements on the page.
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SANS-SERIF

1. In context with typography, it is a typeface that doesn’t have the small features called “serifs” at the end of the stroke. The term comes from the French word SANS, meaning without.
2. In print, sans-serif are used mainly for headlines and titles more so than standard text. Sans-serif are used this way because they are much harder to read than serif. Due to their natural flow into the next letter.
Here on page 74, we see...

EXCUSE ME, BUT YOUR SHOULDER IS BLOCKING MY VIEW.
A SHOULDER IS A CURVED STROKE THAT PROJECTS FROM A STEM.
Justified text alignment often refers to the way text is aligned on a page, website or anything type is on. There are 2 main types of type alignment, justified and unjustified. Justified text is a clean box with smooth edges on either side, while unjustified has one or more ragged edges that can cause large white space between words to occur. Left aligned is the most usual form of text alignment in every day use while justified is more often used to relay pieces of information or news. Hypens are often put in justified text. Odd spacing may also occur.
flush left
the quick brown fox jumps over the lazy dog. the quick brown fox jumps over the lazy dog. the quick brown fox jumps over the lazy dog. the quick brown fox jumps over the lazy dog. the quick brown fox jumps over the lazy dog.

centered
the quick brown fox jumps over the lazy dog. the quick brown fox jumps over the lazy dog. the quick brown fox jumps over the lazy dog. the quick brown fox jumps over the lazy dog. the quick brown fox jumps over the lazy dog. the quick brown fox jumps over the lazy dog.

flush right
the quick brown fox jumps over the lazy dog. the quick brown fox jumps over the lazy dog. the quick brown fox jumps over the lazy dog. the quick brown fox jumps over the lazy dog. the quick brown fox jumps over the lazy dog. the quick brown fox jumps over the lazy dog. the quick brown fox jumps over the lazy dog.
An artistic interpretation, or design, of a collection of alphanumeric symbols. A font is one weight, width, and style of a typeface.

Helvetica neue 75 Bold (12 point), Helvetica Neue 45 Light (18 point) and Helvetica Neue 107 Extra Bold Condensed (24 point) shown on the right are fonts.
This is one typeface (Helvetica Neue) with two fonts

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()_+-=
{}[]|\:";'<,>.?/

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()_+-=
{}[]|\:";'<,>.?/

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()_+-=
{}[]|\:";'<,>.?/
The thinness or thickness of a particular typeface, which is determined by the relationship of the stroke heaviness to the height of the character. Type weight is labeled by relative terms, such as: thin, light, roman, medium, bold, extra bold, and black.
A widow is a short line, separated from its related text, appearing at the end of a paragraph, column, or page, or falling at the top of a column or page.
A widow is a short line, separated from its related text, appearing at the end of a paragraph, column, or page, or falling at the top of a column or page. A short line, separated from its related text, appearing at the end of a paragraph, column, or page. A short line, separated from its related text, appearing at the end of a paragraph, column, or page. A short line, separated from its related text, appearing at the end of a paragraph, column, or page. A short line, separated from its related text, appearing at the end of a paragraph, column, or page. A short line, separated from its related text, appearing at the end of a paragraph, column, or page. A short line, separated from its related text, appearing at the end of a paragraph, column, or page. A short line, separated from its related text, appearing at the end of a paragraph, column, or page. A short line, separated from its related text, appearing at the end of a paragraph, column, or page. A short line, separated from its related text, appearing at the end of a paragraph, column, or page. A short line, separated from its related text, appearing at the end of a paragraph, column, or page. A short line, separated from its related text, appearing at the end of a paragraph, column, or page. A short line, separated from its related text, appearing at the end of a paragraph, column, or page. A short line, separated from its related text, appearing at the end of a paragraph, column, or page. A short line, separated from its related text, appearing at the end of a paragraph, column, or page. A short line, separated from its related text, appearing at the end of a paragraph, column, or page. A short line, separated from its related text, appearing at the end of a paragraph, column, or page. A short line, separated from its related text, appearing at the end of a paragraph, column, or page. A short line, separated from its related text, appearing at the end of a paragraph, column, or page. A short line, separated from its related text, appearing at the end of a paragraph, column, or page. A short line, separated from its related text, appearing at the end of a paragraph, column, or page. A short line, separated from its related text, appearing at the end of a paragraph, column, or page. A short line, separated from its related text, appearing at the end of a paragraph, column, or page. A short line, separated from its related text, appearing at the end of a paragraph, column, or page. A short line, separated from its related text, appearing at the end of a paragraph, column, or page. A short line, separated from its related text, appearing at the end of a paragraph, column, or page. A short line, separated from its related text, appearing at the end of a paragraph, column, or page. A short line, separated from its related text, appearing at the end of a paragraph, column, or page. A short line, separated from its related text, appearing at the end of a paragraph, column, or page.
The x height refers to the distance between the baseline and the meanline in a typeface. Typically, this is the height of the lowercase x.
This booklet was designed by all of the students in the 2011 Typography for New Media course. Every student was given a typographic term to visually communicate through a two page spread. Requirements for the spreads included displaying the term, definition and page numbers while showcasing the Helvetica Neue Font Family.