

# Vocabulary Handout

## Typography

design choices made to communicate written words

## Text Typography

sections of text intended to be read at length

## Display Typography

short amounts of text intended to draw attention to the most important information in a design

## Baseline

line which all letters sit on

## Cap Height

height of capitalized letters

## X-Height

height of lowercase letters

## Ascenders

parts of a lowercase letter which goes above the x-height

## Descenders

parts of a lowercase letter which goes below the baseline

## Kerning

spacing between individual letters

## Tracking

spacing between letters in a whole line of text

## Leading

space in between lines of text

## Alignment

flow and arrangement of text in a paragraph

## River

large gaps between words formed in justified text

## Ragged Edge

unaligned edge of a paragraph which does not have a straight edge

# Vocabulary Handout

## Serifs

lines attached to strokes of characters

## Gauche

awkward, unpolished and unsophisticated

## Typeface

set of characters designed to go together

## Font

style of characters within the typeface

## Pixels

smallest elements used to display digital images

## Drop Caps

large capital letters in the first line of a paragraph which fill additional lines below

## Placeholder Text

text used to approximate the visual effect of text without distracting the viewer with readable English