

timeinspace
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THE LANGUAGE OF LAYOUT

visual hierarchy The arrangement of visual elements according to their order of emphasis.

kerning Adjustment of the space between two individual letterforms.

tracking Adjusting the overall spacing of a group of letters. Also called letterspacing.

leading Space between lines of type, measured baseline to baseline. Digital leading is added above a line of type. Also called line spacing.

alignment The visual connection among words, shapes, graphics, images and lines on a page when their edges or axes line up (align).

(type) alignment The positioning of type lines within a type block or paragraph (flush left, flush right, centered, or justified).

ascender The part of a lowercase character (b, d, f, h, k, l, t) that extends above the height of the lowercase x.

baseline The invisible line on which the flat part of characters sit.

cap height The height of capital letters measured from the baseline to the top of caps.

counter The partially or fully enclosed space within a character.

descender The part of a character (g, j, p, q, y, and sometimes J) that descends below the baseline.

meanline The line that determines where non-ascending lowercase letters terminate in a typeface. The distance between the baseline and the meanline is called the x-height.

sans serif A typeface without serifs (sans is French for without).

serif The projections extending off the main strokes of characters of serif typefaces. Serifs come in two styles: bracketed and unbracketed. Brackets are the supportive curves which connect the serif to the stroke. Unbracketed serifs are attached sharply, usually at 90 degree angles.

x-height The height of lowercase letters, specifically the lowercase x, not including ascenders and descenders.

- A. Cap Height
- B. Meanline
- C. Baseline
- D. X-height
- E. Serif
- F. Counter
- G. Ascender
- H. Descender

