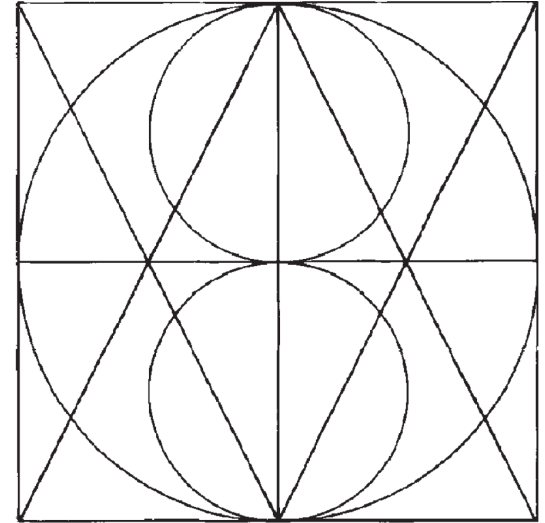


The Anatomy of Typography

Typographic design is a complex human activity, requiring a broad background for informed practice. This chapter explores the basic language of typography. Letterforms, the fundamental components of all typographic communications, are carefully examined. Nomenclature, measurement, and the nature of typographic font and family are presented.

The alphabet is a series of elemental visual signs in a fixed sequence, representing spoken sounds. Each letter signifies only one thing: its elementary sound or name. The twenty-six characters of our alphabet can be combined into hundreds of thousands of words, creating a visual record of the spoken language. This is the magic of writing and typography, which have been called “thoughts made visible” and “frozen sounds.”



Ascender Height

Cap Height

X-Height

Baseline

Descender Line

1. Apex
 2. Crossbar
 3. Stem
 4. Serif
 5. Bowl
 6. Ear
 7. Counter
 8. Arc
 9. Aperture
 10. Open-counter
 11. Descender
 12. Axis
 13. Ascender
 14. Bar
 15. Crotch
 16. Foot
 17. Hairline Stroke
 18. Link
 19. Loop
 20. Terminal
 21. Finial
 22. Stem
 23. Shoulder
 24. Diagonal Stroke
 25. Ball Terminal
 26. Ampersand
 27. Spine
 28. Spur
 29. Tail
 30. Ligature