Typography
Communication 337

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Typography
Rome (Approx. 100 AD)

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Modern Roman Typeface

3

TRAJAN

4

5
Important Typography Terms & Concepts

Vector Type

Bitmapped Type

Antialiased & Aliased Type

Monospaced Typeface
Proportional Spaced Typeface

Uppercase & Lowercase

UPPERCASE LETTERS

Upper and Lowercase

Legibility Aids

Legibility depends on the tops

Legibility Aids

Legibility depends on the tops

Serif Typefaces

xyd xyd
Serifs

Sans Serif Typefaces

Script Typefaces

Decorative & Display Typefaces

Uneven & Even Strokes
Uneven & Even Strokes

xyd  xyd

Baseline

xyd  xyd

Leading

xyd  xyd

X-Height

xyd  xyd

Ascenders

xyd  xyd
Descenders

xyd xyd

Web Fonts

Arial  AaBbCcDdEeFfGg
Courier  AaBbCcDdEeFfGg
Courier New  AaBbCcDdEeFfGg
Geneva  AaBbCcDdEeFfGg
Georgia  AaBbCcDdEeFfGg
Helvetica  AaBbCcDdEeFfGg
Times  AaBbCcDdEeFfGg
Times New Roman  AaBbCcDdEeFfGg
Trebuchet MS  AaBbCcDdEeFfGg
Verdana  AaBbCcDdEeFfGg

Layout: Left-Justified

Layout: Right-Justified

Layout: Centered