UNIT 1.A TYPOGRAPHY

TERMS:

Term	Definition
Typography:	Style or appearance of text
Serif: List (2) types	Fonts that have little strokes attached to the main part of the letter. A more traditional font. Garamond, Times New Roman
Sans Serif: List (2) types	Sans is French for without. They do not have the extra stroke on the main part of the letter. A clean and modern font. Arial, Tahoma
Display Fonts:	Different styles – script, blackletter, all caps, fancy.
Hierarchy:	Used to guide the reader's eye to whatever is most important, shows them where to begin and where to go next
Leading:	Space between lines of text (line spacing)
Tracking:	Overall space between characters, can be condenses or expanded
Kerning:	Space between specific characters, letters fit together differently

QUESTIONS:

1. When should you use **serif** fonts?
   Traditional projects – print publications, magazines, newspapers
2. When should you use **sans serif** fonts?
   Better for digital communications – computer screens, smartphones, tablets
3. When should you use **display** fonts?
   Use for small amounts of text, like titles, headers, and graphic heavy designs
4. What are the **(4) categories** of fonts?
   Casual, Neutral, Exotic, and Graphic
5. Which **fonts** should you **avoid** and why?
   Comic Sans, Curlz, and Papyrus – outdated and overused

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6. How many **fonts** should be used **per project**?

Less is more, no more than 2 per project. For change – use same font but different size, weight, or style

7. What is meant by opposites attract in the font world?

Combine serif with sans serif, short with tall, decorative with simple