



PRINTING MEASUREMENT

Point: Basic unit of printing measurement. Used to measure type and rules.

Seventy two points = one inch

Pica: Unit of points. Usually used to measure typeset line width, picture size, etc.

Twelve points = one pica; six picas = one inch.

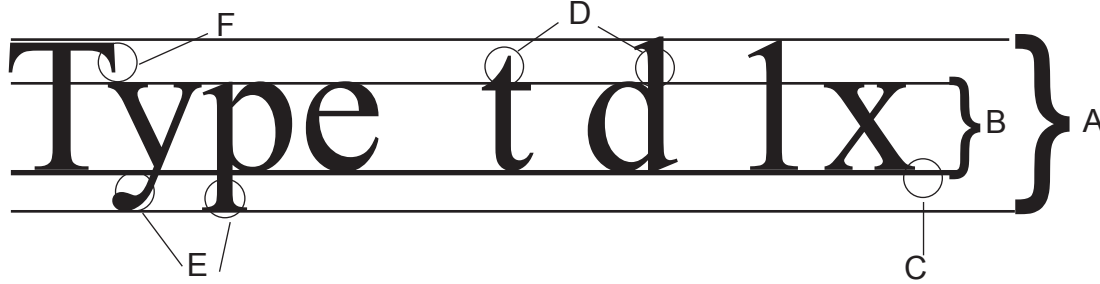
Em (m): Square (quad) of a particular point size: 10 point em is 10 points wide; 12 point em is 12 points wide. Used most commonly to measure spacing and indents: eg em paragraph indent. Also used to measure some typographical units: eg em dash, em bullet.

En (n): Half an em: 10 point en is five points wide; 12 point en is six points wide.

Agate: Very small type. Generically, the smallest type size a publication uses. For sports box scores, photo credit lines, etc. Strictly speaking, 5-1/2 point type. Fourteen agate lines = one column inch in ad measurement.

Ligatures: Two letters designed as one. (See sample page)

TYPE MEASUREMENT and NOMENCLATURE



A: Point size: Measured from the top to the bottom of all characters in a font. This means that no 72 point character is an inch high.

B: X-height: The center of the three sections of a letter (others are ascender and descender space). Most lower case letters fall in the x-height of a font. Be careful: different typeface designs have different x-heights so that lowercase letters of the same point size could be different sizes.

C: Baseline: The bottom line on which letters align.

D: Ascenders

E: Descenders

F: Serif

KERNING AND TRACKING

Two spacing considerations in setting type are kerning and tracking.

Kerning means the adjustment between specific pairs of letters taking into account the individual designs of the letters to make them appear equally spaced. For example, the space between the following T and y and the W and d has been reduced. Kerning is also done for special effects in logo and other type design.

Typesetting programs allow both automatic and manual kerning.



Tracking means the uniform increase or reduction of spacing between all letters, usually expressed in percentage: eg. 120% increases spacing and 80% reduces spacing by 20% (see sample).