MICRO TYPOGRAPHY PART 2:

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There are two types of measurements in typography:

❶ Absolute Measurement

❷ Relative Measurement

MEASUREMENTS: *absolute measurement*

Absolute measurements are fixed values such as point size, picas and inches.

MEASUREMENTS: *absolute measurement*

What's important to know about absolute measurement?

MEASUREMENTS: *absolute measurement*

❶ It's important to know this measurement conversion:

72 points = 6 picas = 1 inch

❷ It's important to know how to read absolute
measurement specifications:

3p2.5

List picas first. p=3picas. Then list points: 2.5 points.
3p2.5 equals 38.5 points or about 0.5347 in.

Don't worry, the computer programs can do the math
conversions for you.

MEASUREMENTS: *absolute measurement*

Reading absolute measurement specifications within a typographic standards guide:

Gill Sans Bold Italic   10/12 x 12p3

Type family   *Type weight*   *Type style*   *Type size in points*   *Leading in points*   *Line measure in picas/points or inches*
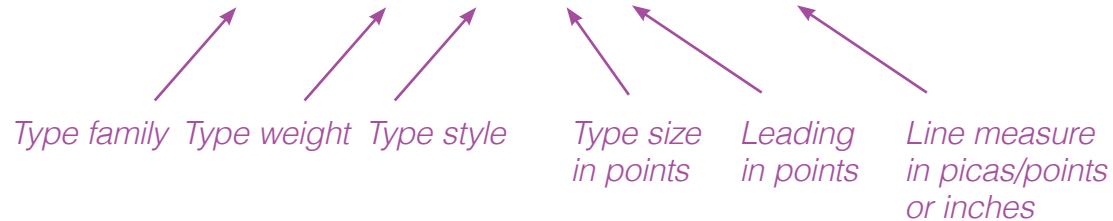
MEASUREMENTS: *relative measurement*

Relative measurements are linked or dependent on another factor. For example, character spacing, leading, line measure, and em and en spaces are all linked to type size.

Take leading (leading = line spacing) as an example:

As the type gets bigger, so does the leading.

R
R

R
R

R
R

R
R

RELATIVE MEASUREMENT: *an example*

If leading did not increase relative to type size, as the characters got bigger they would eventually crash into one another.

R R R R
R R R R

MEASUREMENTS: *relative measurement*

What's important to know about the following relative measurements:

❶ Leading

❷ Line measure

❸ The Em and the En

Leading is measured, in points, from baseline to baseline.

The rain in Spain falls
mainly in Seattle.

30/40=type size in points/leading in points

LEADING: *general guidelines*

Long lines need more leading (line spacing) because it help the reader's eyes track the words from line to line.

LEADING: *general guidelines*

Long lines need more leading (line spacing) because it help the reader's eyes track the words from line to line. The tight leading (line spacing) makes these paragraphs more challenging to track from one line to the next. Arum sequae alis andae dolori blabor repelentior mil iligendi aria audi ad modis niendeniae pa volupta temporem fuga. Nam quiae. Ebit, sim aliciis aceruptas nem hari conem eictium quat fugiassitat aut re nus ad etur quorem est veritum plubatos?

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LEADING: *general guidelines*

Opening up the line spacing makes these paragraphs easier to track from one line to the next. Arum sequae alis andae dolori blabor repelentior mil iligendi aria audi ad modis niendeniae pa volupta temporem fuga. Nam quiae. Ebit, sim aliciis aceruptas nem hari conem eictium quat fugiassitat aut re nus ad etur quorem est veritum plubatos?

Unt rehenditatem dolorerorpos idis quam excestiundit es dolorrum aut occab is rent aut aut illa videst, consenimaio es volore porro to eum videlibus esequo invenit, ut maiorro et eatestia consed evenitate por ratur, nulpa voloreriti occatur, omnimusame ipient facea cor sum fuga. Andusan imilitatem simin porent et iliquunt que sus modit et eat ernatus as denima et estiae eum solorum cones et liatione prem as eat il maxime volupie nimperf erumque site omniaesent molupti omniae lignit, si nobit ventias pernamet eatur.

LEADING: *general guidelines*

Leading that is too loose make the text block feel as if it is falling apart. It slows down the

reader's ability to track the words from one line to the next. Arum sequae alis andae dolori

blabor repelentior mil iligendi aria audi ad modis niendeniae pa volupta temporem fuga.

Nam quiae. Ebit, sim aliciis aceruptas nem hari conem eictium quat fugiassitat aut re nus

ad etur quorem est veritum plubatos?

Here is a system for comfortable headline leading.

❶ Measure vertical stroke width of a letter stem

❷ Use that measurement as the space which exists between the descenders in the first line and the Cap heights in the second line.
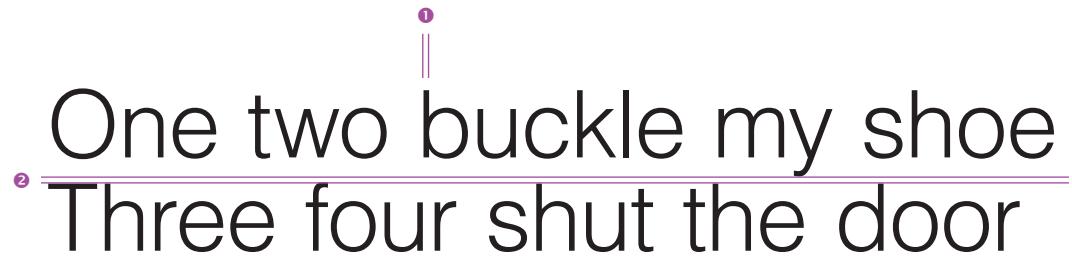
One two buckle my shoe
Three four shut the door

LEADING: *how to adjust leading for body copy*

When adjusting leading (line spacing) for body copy, start with 2x the x-height. Measure from the baseline of the first line to the x-height of the second line. Arum sequae alis andae dolori blabor repelentior mil iligendi aria audi ad modis niendeniae pa volupta temporem fuga. Nam quiae. Ebit, sim aliciis aceruptas nem hari conem eictium quat fugiassitat aut re nus ad etur quorem est veritum plubatos?

LEADING: *an aside — creating "color" with text*

Type on a page has a certain visual texture. That texture can be effected by typeface style, kerning, word spacing, leading and the amount of text on the page.

Tightly spaced text will have a strong density, darkness while loosely spaced text will feel light and airy.

The most important thing is for the color of the text blocks to be even and consistent. Inconsistency of type color catches the reader's eye and is a distraction.

The distance from the baseline of one line of type to another is called line spacing. It is also called *leading*, in reference to the strips of lead used to separate lines of metal type. The default setting in most layout and imaging software is slightly greater than the cap height of the letters. Expanding this distance creates a text block with a lighter, more open color. As line spacing increases further, the lines of type become independent linear elements rather than parts of an overall texture.

10/10 SCALA
10-PX TYPE WITH
10 PX LINE SPACING

This is called "set solid." When lines are set this closely together, the ascenders and descenders begin to toutch, an uncomfortable effect.

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10/12 SCALA
AUTO SPACING, 10-PX TYPE
WITH 12 PX LINE SPACING

In most page layout programs, the default line spacing (leading) is 120%, or slightly greatly than the cap height.

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10/14 SCALA
10-PX TYPE WITH
14 PX LINE SPACING

This column is set with wider line spacing (leading) than the standard default.

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10/16 SCALA
10-PX TYPE WITH
16 PX LINE SPACING

As the spacing becomes more extreme, the block of text begins to read as separate lines rather than a shade of gray.

RELATIVE MEASUREMENT: *line measure*

Line measure = line length

Line measure (line length) is affected by the size of text and the typeface chosen.

As types of a given size do not share the same width, switching from one typeface to another will alter the line length.
Helvetica Light Oblique 12/14

As types of a given size do not share the same width, switching from one typeface to another will alter the line length.
Garamond Italic 12/14

LINE MEASURE: *how to calculate line measure*

You can calculate the appropriate line measure (line length) for a given point size in different ways.

Here are some commonly proposed guidelines:

❶ the optimal line length is between one and a half to two times the length of the lowercase alphabet

❷ the optimal line length is nine or ten words (figure an average of 5 1/2 characters per word)

❸ 27 characters is the minimum line length, 40 the optimum, and 85 the maximum

LINE MEASURE: *too long*

Ictiis quam quod minis dolorunt utatium adi coreptat et est etur se secullame ius exeria volupta nos doluptium quibusaperum sunt as sumquidundel incipis asitiaeris iusantem natusam none neceped ut as ea sande nobis del illabo. At as qui sinciaepudae id quas evenis alibus, tecum, secullo rrumquas solupta vel ipsant.

Rumendae nobit, nos delesto tatibus et est volorep erioren ienihilitate volorum verum sequasimet hil magnitenitin nihit renis eicae la et re conecto elluptat rehenis dolupta dunt, optatio nserferferro quatet od qui dolor re, sint es dolupti busdamus estiur, sant hillabo rporessum que consequ aturit delis exerferum cus eturit, et lit quia coreiunt et, omniene cum rem fuga. Ut alit experum el illaut odis si apernamet andes eum excerori omnim int.

Ro eos siti istios ernati toribeaqui dolesed maxime pa coressitas quis et elibeatur? Vid quas que et andigen isquiam, num si aut landae ratus resequa tisquia qui qui sapiet fuga. Itam, ut quasped itatur? Busam dusam hillest, idigeni enihiliberro dolorem odipiet quiaspe restem. Itas doloris auda si vendi dolorerspe veles net, qui anisseque poreium, nonsequia eic torume porruptas natibusant autendam, sam id modis el molut ut enis nobisqui ommo oditiam, odit latis ut volupis quidendaerum natusdae vero culpario exerchi llorerum et ad quame acepudaeped ut adignam fuga. Pudictus.

At volores simus. Inum, quo comnimp ellest alibus eossint, ipieniet odis as magnien imaiorio dolo qui dellor aribus aut evenis qui dello eos rem ent auta nonet ea disqui custis reprate mperum, voluptatqui natempo stibeat usdae. Nam, sam aut est repudaerro tem. Optat quam endis rerspe

Garamond Regular 10/15

LINE MEASURE: *too short*

Ictiis quam quod minis dolorunt utatium adi coreptat et est etur se secullame ius exeria volupta nos doluptium quibusaperum sunt as sumquidundel incipis asitiaeris iusantem natusam none neceped ut as ea sande nobis del illabo. At as qui sinciaepudae id quas evenis alibus, tecum, secullo rrumquas solupta vel ipsant.

Rumendae nobit, nos delesto tatibus et

LINE MEASURE: *feels right*

Ictiis quam quod minis dolorunt utatium adi coreptat et est etur se secullame ius exeria volupta nos doluptium quibusaperum sunt as sumquidundel incipis asitiaeris iusantem natusam none neceped ut as ea sande nobis del illabo. At as qui sinciaepudae id quas evenis alibus, tecum, secullo rrumquas solupta vel ipsant.

Rumendae nobit, nos delesto tatibus et est volorep erioren ienihilitate volorum verum sequasimet hil magnitenitin nihit renis eicae la et re conecto elluptat rehenis dolupta dunt, optatio nserferferro quatet od qui dolor re, sint es dolupti busdamus estiur, sant hillabo rporessum que consequ aturit delis exerferum cus eturit, et lit quia coreiunt et, omniene cum rem fuga. Ut alit experum el illaut odis si apernamet andes eum excerori omnim int.

Ro eos siti istios ernati toribeaqui dolesed maxime pa coressitas quis et elibeatur? Vid quas que et andigen isquiam, num si aut landae ratus resequa tisquia qui qui sapiet fuga. Itam, ut quasped itatur? Busam dusam hillest, idigeni enihiliberro dolorem odipiet quiaspe restem. Itas doloris auda si vendi dolorerspe veles net, qui anisseque poreium, nonsequia eic torume porruptas natibusant autendam, sam id modis el molut ut enis nobisqui ommo oditiam, odit latis ut volupis quidendaerum natusdae vero culpario exerchi llorerum et ad quame acepudaeped ut adignam fuga. Pudictus.

Garamond Regular 10/15

RELATIVE MEASUREMENT: *the EM & the EN*

The em and the en are both relative units of measurement that are used to define basic spacing functions. They are both linked to type size.

RELATIVE MEASUREMENT: *the EM*

An em is equal to the size of a given typeface (An em of a 72 point typeface is 72 points). The em is used for defining elements such as paragraph indents and spacing.

The em dash is used for nested clauses or to indicate a pause in hesitant speech: "Wait—I'll do it". It can also be used in place of parentheses.

*(You create an em dash by holding down the shift + option key
 and typing in the hyphen key)*

RELATIVE MEASUREMENT: *the EN*

The en is a unit of relative measurement equal to half of one em. In 72 point type, for example, an en would be 36 points.

An en dash is used to separate page numbers, dates, places and is used to replace the word "to" in phrases like: 10–11 and 1975–1981 and Norwich–London.

(You create an en dash by holding down the option key and typing in the hyphen key)

RELATIVE MEASUREMENT: *the hyphen*

The hyphen is one third size of an em and is used to link words. It serves as a compound modifier where two words become one, such as x-height; breaks syllables of words in text blocks like geo-graphy and serves to provide clarity such as re-serve rather than reserve.

REVIEW

❶ Absolute measurements are fixed values such as point size, picas and inches.

❷ Relative measurements are linked or dependent on another factor. For example, character spacing, leading, line measure, and em and en spaces are all linked to type size.