

Typography

Typography	<p>the style, arrangement, and appearance of text</p> 
Kerning	<p>horizontal spacing between individual of letters</p> 
Tracking	<p>horizontal spacing between all the characters in a large block of text</p> 
Leading	<p>vertical spacing between of lines of text</p> 
Serif	<p>A font that has small decorative lines at the beginning and end of characters called serifs and that is usually used with large amounts of text. Traditionally used for long printed material. Usually promotes the feeling of security, trust, and strength, which is the reason why it's used in logos and headlines.</p> <p>INSPIRE ME</p>
Sans Serif	<p>Typeface that does not have the small projecting features called "serifs" at the end of strokes. (Sans) Without decorative marks. Usually used for screen reading. Also used for titles.</p> <p>INSPIRE ME</p>

Script Font	<p>text that has the appearance of being handwritten</p> 
Display Fonts	<p>More decorative typefaces usually used for headlines</p> 
Novelty font	<p>font that has added extra designs. Novelty fonts can be used to add flair, personality, and personality to your work and are excellent for headlines.</p> 
Descenders	<p>strokes dropping below the baseline</p> 
Ascenders	<p>the part of certain lowercase letters (b,d,f,h,k,l,t) that extends above the x height.</p> 
Points	<p>measurement of font size</p> 
Font Face	<p>Collection of letters, numbers, and symbols that are all part of the same style.</p> 
Alignment	<p>Text that is aligned to the left, right, center, and justify on the page.</p> 

Baseline

the imaginary line the characters sit on



QUESTION: Which two ways can background images affect text? (Choose two.)

- A. Readability
- B. Alignment
- C. Loading time
- D. Language choice

A. Readability

B. Alignment

OR CONTRAST / VISIBILITY CH



Which font is typically used to create emphasis and is better on the web?

Sans serif



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Which font is best for print?

Serif



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When working with text which two options could lessen the readability of your design project?

- center alignment
- using all lowercase or uppercase letters

