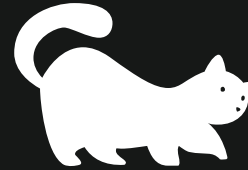


Graphic Design Dictionary

Lorinda Dixon



Body Copy



Definition

The main part of the text, as opposed to headlines, etc.



Personal Statement

Body copy is the text that makes up the entire document. In an advertisement, it might be information on how to get in contact with the advertiser. In a flyer for an event, it might be information about what the event will have, or when it will be. Body copy is important because without it, people reading such flyers or advertisements would not have any important information on the product being advertised or the event being held.



If this were an ad...

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut volutpat libero lorem, vitae malesuada neque commodo sed. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Mauris facilisis sapien non faucibus egestas. Sed sed ante dui. Phasellus cursus tincidunt mi, sit amet commodo risus maximus sit amet. In hac habitasse platea dictumst. Praesent mi orci, lacinia vel elementum sit amet, sagittis nec est. Sed dapibus, dolor non accumsan cursus, leo ante consequat tortor, ac tincidunt diam diam in eros. Suspendisse ac risus faucibus, sodales dui non, egestas dui. Duis dictum, ex nec efficitur consequat, velit massa mollis urna, sed pulvinar neque augue eu risus.

Maecenas eget ex sit amet augue vehicula volutpat. Nullam tristique massa ac odio tincidunt luctus. Cras dictum id lacus mollis porttitor. Nam congue a nisi ac gravida. Etiam et nulla eget turpis vulputate accumsan. Maecenas ullamcorper enim feugiat pharetra cursus. Donec nec sem et mi porta vehicula.

This would be the body copy, as it is the body text, rather than a header/other element.

Example

Display Type



Definition

Display type is the decorative and/or big type utilized as visual elements or headlines in shown pieces. Usual sizes of display types include: 14, 18, 24, 30, 36, 48, 60, and 72 point.

Personal Statement

Display type is for headers, not body copy. Display type can be just about any font, as long as it is larger than the body text. They do not work small, so they can't be used for body copy.



THIS IS HOW DISPLAY TYPE IS USED.

(Normal, non-header text usually follows.)

These are some display type fonts:

HAMMOCK 20pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

April Flowers 20pt

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Journal 20pt

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Example

Flush Left



Definition

Text that is aligned on the left margin is said to be set flush left. If the same text is not aligned on the right margin, it is said to be set flush left, ragged right. The term ragged right is sometimes used alone to mean the same thing.



Personal Statement

It is important for text to be flush left. Probably every book you've ever read has had text that was flush left. Flush left is kind of the "default" for text in a document. If you did not have an option to flush your text in a certain direction, all text would be exactly the same and it would get very boring to read things. In addition, it helps to define visual hierarchy in a document.



This title is flush left.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut volutpat libero lorem, vitae malesuada neque commodo sed. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Mauris facilisis sapien non faucibus egestas. Sed sed ante dui. Phasellus cursus tincidunt mi, sit amet commodo risus maximus sit amet. In hac habitasse platea dictumst. Praesent mi orci, lacinia vel elementum sit amet, sagittis nec est. Sed dapibus, dolor non accumsan cursus, leo ante consequat tortor, ac tincidunt diam diam in eros. Suspendisse ac risus faucibus, sodales dui non, egestas dui. Duis dictum, ex nec efficitur consequat, velit massa mollis urna, sed pulvinar neque augue eu risus.

This text is flush left because there is no space between the left side of the column and the text. It is aligned with the left side of the textbox/column.

Example

Flush Right



Definition

Text which is aligned on the right margin is said to be set flush right. If the same text is not aligned on the left margin, it is said to be set flush right, ragged left. The term ragged left is sometimes used alone to mean the same thing.



Personal Statement

Flush right is just as important as flush left or centered text. Without a variation in flush, all text would look exactly the same, and visual hierarchy would suffer.



This title is flush right.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut volutpat libero lorem, vitae malesuada neque commodo sed. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Mauris facilisis sapien non faucibus egestas. Sed sed ante dui. Phasellus cursus tincidunt mi, sit amet commodo risus maximus sit amet. In hac habitasse platea dictumst. Praesent mi orci, lacinia vel elementum sit amet, sagittis nec est. Sed dapibus, dolor non accumsan cursus, leo ante consequat tortor, ac tincidunt diam diam in eros. Suspendisse ac risus faucibus, sodales dui non, egestas dui. Duis dictum, ex nec efficitur consequat, velit massa mollis urna, sed pulvinar neque augue eu risus.

This text is flush right because there is no space between the right side of the column and the text. It is aligned with the right side of the textbox/column.

Example

Font Family



Definition

A collection of faces that were designed and intended to be used together. For example, the Garamond family consists of roman and italic styles, as well as regular, semi-bold, and bold weights. Each of the style and weight combinations is called a face.



Personal Statement

Font families are useful because they give you many different options to make one font look different. You can make text bold or italic to emphasize, semi-bold to make text more readable, etc. The possibilities are endless when you have a good font family!



Arial Font Family

Arial Regular 14pt

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Bold 14pt

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Italic 14pt

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Bold Italic 14pt

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Example

Grid



Definition

A structure (usually two-dimensional) made up of a series of intersecting straight (vertical, horizontal, and angular) or curved guide lines used to structure content. The grid serves as an armature or framework on which a designer can organize graphic elements (images, glyphs, paragraphs, etc.) in a rational, easy-to-absorb manner. A grid can be used to organize graphic elements in relation to a page, in relation to other graphic elements on the page, or relation to other parts of the same graphic element or shape.



Personal Statement

Grids are important because they organize different elements on a page. They provide useful guidelines for where the text should go, where the headlines should go, where the images should go, and so on.

Column One

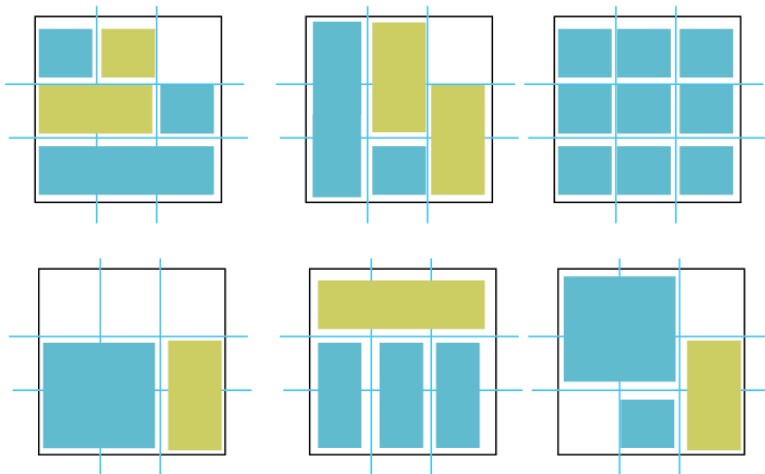
This page has a two-column grid. This is the first column, and the one outlined to the right is the second. Grids provide an outline to tell you where your text, images, and other elements should go.



Column Two

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam congue est nec lectus ornare egestas. Praesent eros massa, placerat sit amet nisi vitae, porta pharetra mauris. Pellentesque imperdiet, nisi vitae porttitor vehicula, metus magna auctor massa, eu vestibulum mauris lorem id leo. Pellentesque felis urna, malesuada ut felis ultricies, varius scelerisque enim. Etiam elementum augue est, sit amet consectetur nunc ultricies et. Nulla eget scelerisque nunc. Etiam at scelerisque sem.

These are more examples of grids:



Example

Justified



Definition

A block of text that has been spaced so that the text aligns on both the left and right margins. Justified text has a more formal appearance, but may be harder to read.



Personal Statement

Justified text is something that you should probably use in moderation. It is good for certain applications, but bad for others.

Personally, I like using justified text. I sometimes feel that it looks neater and more “clean” than other paragraph styles. However, as stated in the definition, it can be harder to read, and can look strange if not used correctly.



Justified Text

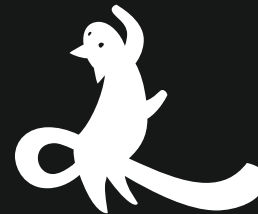
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam congue est nec lectus ornare egestas. Praesent eros massa, placerat sit amet nisi vitae, porta pharetra mauris. Pellentesque imperdiet, nisi vitae porttitor vehicula, metus magna auctor massa, eu vestibulum mauris lorem id leo. Pellentesque felis urna, malesuada ut felis ultricies, varius scelerisque enim. Etiam elementum augue est, sit amet consectetur nunc ultricies et. Nulla eget scelerisque nunc. Etiam at scelerisque sem.

Nunc dictum ut orci et scelerisque. Vestibulum nec efficitur lorem. Aliquam erat volutpat. Sed ac orci commodo, scelerisque tortor a, tempus eros. Maecenas urna quam, vehicula eget quam vel, venenatis ultrices diam. Mauris non lacus mi. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Proin ultrices, erat quis venenatis consequat, dui mi elementum nunc, vel venenatis nibh odio eu augue.

This text is justified. You can tell because every line is exactly the same width, and there is different spacing between the characters on each line. As you can see, there is some awkward-ness with the spacing of the words, as some lines have more and some have much less.

Example

Kerning



Definition

The adjustment of horizontal space between individual characters in a line of text. Adjustments in kerning are especially important in large display and headline text lines. Without kerning adjustments, many letter combinations can look awkward. The objective of kerning is to create visually equal spaces between all letters so that the eye can move smoothly along the text. Kerning may be applied automatically by the desktop publishing program based on tables of values. Some programs also allow manual kerning to make fine adjustments.



Personal Statement

Kerning is time-consuming, but important for publications. Without kerning, we would be left with awkward areas of either too much space or too little space between certain characters in words.

Kerning

The spacing between letters is pretty equal throughout the word.

No Kerning

There are large amounts of space between certain letters...

...And not enough space between others.



Example

Leading



Definition

The amount of space added between lines of text to make the document legible. The term originally referred to the thin lead spacers that printers used to physically increase space between lines of metal type. Most applications automatically apply standard leading based on the point size of the font. Closer leading fits more text on the page, but decreases legibility. Looser leading spreads text out to fill a page and makes the document easier to read. Leading can also be negative, in which case the lines of text are so close that they overlap or touch.



Personal Statement

Without control over leading, some lines of text would be too close together and others would be too far apart. Things would look pretty strange if that were the case. Leading can emphasize a paragraph, make a paragraph more readable, and more.

Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Nam congue est nec lectus
ornare egestas. Praesent eros massa,
placerat sit amet nisi vitae, porta pharetra
mauris. Pellentesque imperdiet, nisi vitae
porttitor vehicula, metus magna auctor
massa, eu vestibulum mauris lorem id leo.
Pellentesque felis urna, malesuada ut felis
ultricies, varius scelerisque enim. Etiam
elementum augue est, sit amet consectetur
nunc ultricies et. Nulla eget scelerisque
nunc. Etiam at scelerisque sem.



This is text with auto (10.8pt) leading.

Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Nam congue est nec lectus
ornare egestas. Praesent eros massa,
placerat sit amet nisi vitae, porta pharetra
mauris. Pellentesque imperdiet, nisi vitae
porttitor vehicula, metus magna auctor
massa, eu vestibulum mauris lorem id leo.
Pellentesque felis urna, malesuada ut felis
ultricies, varius scelerisque enim. Etiam
elementum augue est, sit amet consectetur
nunc ultricies et. Nulla eget scelerisque
nunc. Etiam at scelerisque sem.

This is text with 15pt leading.

Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Nam congue est nec lectus
ornare egestas. Praesent eros massa,
placerat sit amet nisi vitae, porta pharetra
mauris. Pellentesque imperdiet, nisi vitae
porttitor vehicula, metus magna auctor
massa, eu vestibulum mauris lorem id leo.
Pellentesque felis urna, malesuada ut felis
ultricies, varius scelerisque enim. Etiam
elementum augue est, sit amet consectetur
nunc ultricies et. Nulla eget scelerisque
nunc. Etiam at scelerisque sem.

This is text with 6pt leading.

Example

Lorem Ipsum



Definition

In publishing and graphic design, lorem ipsum is placeholder text commonly used to demonstrate the graphic elements of a document or visual presentation, such as font, typography, and layout, by removing the distraction of meaningful content. The lorem ipsum text is typically a section of a Latin text by Cicero with words altered, added and removed that make it nonsensical and not proper Latin.



Personal Statement

Lorem ipsum is good for when you don't have the final text for an ad, or for when you want people to focus on evaluating the design of the document, rather than proofreading their text.



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus sapien dolor, congue eget eleifend ut, condimentum consectetur leo. Morbi accumsan ac justo vitae finibus. Nam molestie dictum odio, placerat ullamcorper ipsum. Duis lectus elit, pulvinar vitae viverra in, bibendum in lacus. Nulla facilisi. Fusce ullamcorper, felis non luctus tempor, purus mauris posuere erat, a interdum arcu ipsum in sem. Interdum et malesuada fames ac ante ipsum primis in faucibus. In nec mi in magna sollicitudin rhoncus non tincidunt mi. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nunc ac ante in est fringilla tristique. Vivamus bibendum pellentesque luctus. Proin iaculis elit quis nisl lacinia, sit amet malesuada tellus condimentum. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae;

Morbi scelerisque faucibus sem, in convallis tortor imperdiet dignissim. Nullam elementum fringilla facilisis. Fusce mi quam, scelerisque eget pulvinar ut, varius vel odio. Proin ac consequat augue. Cras eget vehicula nunc. Donec tincidunt quis erat vel semper. Donec tempor dolor nec tincidunt bibendum. Pellentesque sit amet mollis sem. Aliquam ac vestibulum dui. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Sed pellentesque, purus in viverra blandit, erat odio scelerisque justo, sit amet convallis ante nisl nec augue. Quisque cursus ipsum mi, ut malesuada turpis dignissim vel. Etiam congue commodo urna a maximus. Sed rutrum diam vel purus accumsan euismod.

Shown to the left are two paragraphs of lorem ipsum text. There are generators online that you can use to create this text.

Example

Rag



Definition

An informal term used in typesetting, typography and layout to describe an uneven margin for a vertical column of type. It can apply to either print or digital text, according to the visual organization of the text. Rags is also known as ragged text.



Personal Statement

Rag is kind of like the opposite of flush. When something is flush left, it is also rag right. When something is flush right, it is also rag left. Rag refers to the space between the side edge of a textbox and the text.



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus sapien dolor, congue eget eleifend ut, condimentum consectetur leo. Morbi accumsan ac justo vitae finibus. Nam molestie dictum odio, placerat ullamcorper ipsum. Duis lectus elit, pulvinar vitae viverra in, bibendum in lacus.

Nulla facilisi. Fusce ullamcorper, felis non luctus tempor, purus mauris posuere erat, a interdum arcu ipsum in sem. Interdum et malesuada fames ac ante ipsum primis in faucibus. In nec mi in magna sollicitudin rhoncus non tincidunt mi. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nunc ac ante in est fringilla tristique. Vivamus bibendum pellentesque luctus. Proin iaculis elit quis nisl lacinia, sit amet malesuada tellus condimentum.

This text is rag left (and flush right,) because it is aligned with the right edge of the textbox and there is space between the left edge of the textbox and the text itself.

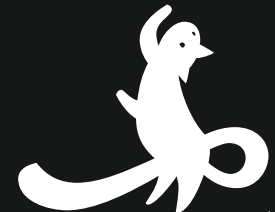
Example

Sans Serif



Definition

A type face that does not have serifs. Generally a low-contrast design. Sans serif faces lend a clean, simple appearance to documents.



Personal Statement

I personally like sans serif fonts. I like that there isn't a lot of variation in the stroke weight, and I enjoy how clean and simple they look. Sans serif fonts are good for when you want something to look more simplistic, rather than formal.

Be



No serifs (feet) on the letters.

Little to no variation in stroke weights.

These are some sans serif fonts:

Avenir 18pt

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ

Geneva 18pt

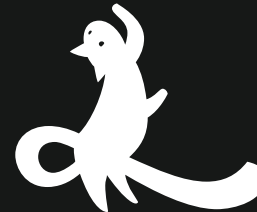
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ

Source Sans Pro 18pt

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ

Example

Script



Definition

Script typefaces are based upon the varied and often fluid stroke created by handwriting. They are generally used for display or trade printing, rather than for extended body text in the Latin alphabet.



*Personal
Statement*

Script fonts are nice for when you want something to look handwritten or fancy. The lowercase letters in script fonts usually connect to each other. They are generally not used for smaller body copy, because they are a kind of display type, and don't work when they're small.

Be



Fluid, non-ending strokes.

Variation between weights in parts of the stroke.

These are some script fonts:

Great Vibes 20pt

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ...

Journal 20pt

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Montez 20pt

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ...

Example

Serif



Definition

Small decorative strokes that are added to the end of a letter's main strokes. Serifs improve readability by leading the eye along the line of type.



Personal Statement

Serif fonts are nice for when you want something to look a little more formal or complicated. They have some variation in stroke weights throughout the letters and the most defining feature is the little "feet" at the ends of main strokes on some letters.

Be



↑
Serifs, (or “feet”) on the ends of main strokes in certain letters.

↖
Variation between weights in different strokes in a letter.

These are some serif fonts:

Adobe Caslon Pro 16pt

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

PT Serif 16pt

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

STIXGeneral 16pt

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Example

Tracking



Definition

The average space between characters in a block of text. Sometimes also referred to as letterspacing.



Personal Statement

Tracking is the space between letters in a word. It is important because it helps make words more readable, emphasizes words, and keeps text where you want it.

Visual Hierarchy



Definition

Refers to the arrangement or presentation of elements in a way that implies importance.

Personal Statement

Visual hierarchy means that you're organizing elements on a page in a way that tells the viewer which elements are most important and which elements are least important. It is a way of emphasizing elements. Without it, we would not know which parts to look at first. Designs would be confusing and would look strange.



This is text with auto (Opt) tracking.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam congue est nec lectus ornare egestas. Praesent eros massa, placerat sit amet nisi vitae, porta pharetra mauris. Pellentesque imperdiet, nisi vitae porttitor vehicula, metus magna auctor massa, eu vestibulum mauris lorem id leo. Pellentesque felis urna, malesuada ut felis ultricies, varius scelerisque enim. Etiam elementum augue est, sit amet consectetur nunc ultricies et. Nulla eget scelerisque nunc. Etiam at scelerisque sem.

This is text with 100pt tracking.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam congue est nec lectus ornare egestas. Praesent eros massa, placerat sit amet nisi vitae, porta pharetra mauris. Pellentesque imperdiet, nisi vitae porttitor vehicula, metus magna auctor massa, eu vestibulum mauris lorem id leo. Pellentesque felis urna, malesuada ut felis ultricies, varius scelerisque enim. Etiam elementum augue est, sit amet consectetur nunc ultricies et. Nulla eget scelerisque nunc. Etiam at scelerisque sem.

This is text with 25pt tracking.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam congue est nec lectus ornare egestas. Praesent eros massa, placerat sit amet nisi vitae, porta pharetra mauris. Pellentesque imperdiet, nisi vitae porttitor vehicula, metus magna auctor massa, eu vestibulum mauris lorem id leo. Pellentesque felis urna, malesuada ut felis ultricies, varius scelerisque enim. Etiam elementum augue est, sit amet consectetur nunc ultricies et. Nulla eget scelerisque nunc. Etiam at scelerisque sem.

Example



This text is biggest, and your eye is drawn to it first.



READ THIS FIRST!

This text is smaller, but not quite the smallest. You would see it second.



Then this,

Last, you would read all of this.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam congue est nec lectus ornare egestas. Praesent eros massa, placerat sit amet nisi vitae, porta pharetra mauris. Pellentesque imperdiet, nisi vitae porttitor vehicula, metus magna auctor massa, eu vestibulum mauris lorem id leo. Pellentesque felis urna, malesuada ut felis ultricies, varius scelerisque enim. Etiam elementum augue est, sit amet consectetur nunc ultricies et. Nulla eget scelerisque nunc. Etiam at scelerisque sem.



This text is the smallest, so your eye is drawn to it last. It is the least important of the text in this document.

Example

