



School of Creative & Performing Arts

Institute of Fine Arts

CHHATRAPATI SHAHU JI MAHARAJ UNIVERSITY, KANPUR

2023-2024

E-content
for

Bachelor of fine art (Painting, Applied Arts & Sculpture)

Sub:- Letter writing, Typography & Calligraphy (BFA 1st semester)

by:- Vinay Singh

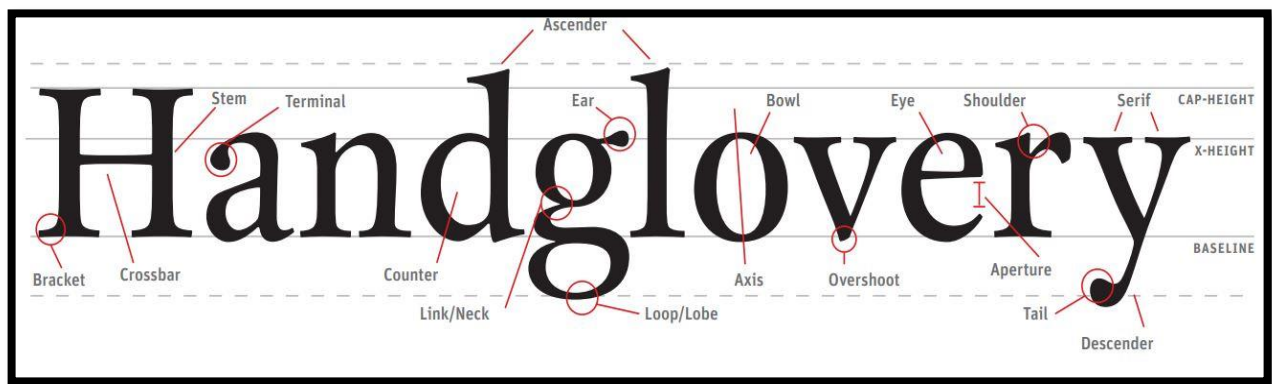
TYPOGRAPHY

Typography is the art and technique of adjusting printed material by letter sizes.

ANATOMY OF A LETTERS

Letters are mainly known as small and capital goes. In the terminology of type, big letters are called caps and uppercase and small letters are called lowercase. This terminology was used in the beginning of printing system. Large letters were kept in the uppercase and small letters were kept in the lowercase, hence they came to be called Uppercase and Lowercase.

ANATOMY OF A TYPEFACE



Ascender:- The part of English small letters which is raised above the middle line for example h & d.

Descender:- This is the part below the ground line of English small letters, such as the part below the ground line of p,b,y etc.

Counter:- This is the inner part of a letters.

Mean Line:- This is between small letters like a.c. There is an imaginary line parallel to the upper surface of e etc.

Stem:- This is the vertical or oblique main stroke of a letter.

Swash:- Some letters are specially designed in which decorative strokes are made at the beginning and end of the line of the letter, which are called swash.

Base Line:- This is an imaginary line. On which the letters of the line written remain standing.

X-Height:- The height of the lowercase letters, disregarding ascenders or descenders, typically exemplified by the letter x. The relationship of the x-height to the body defines the perceived type size.

Cap Height:- The height from the baseline to the top of the uppercase letters.

Bowl:- The curved part of the character that encloses the circular or curved parts (counter) of some letters such as ‘d’, ‘b’, ‘o’, ‘D’, and ‘B’ is the bowl.

Ear:- Typically found on the lower case ‘g’, an ear is a decorative flourish usually on the upper right side of the bowl.

Eye:- Much like a counter, the eye refers specifically to the enclosed space in a lowercase ‘e’.

Loop:- In a double-storey ‘g’, the loop is the enclosed or partially enclosed counter below the baseline that is connected to the bowl by a link.

Tail:- The descending, often decorative stroke on the letter ‘Q’, or the descending, often curved diagonal stroke on ‘K’ or ‘R’ is the tail.