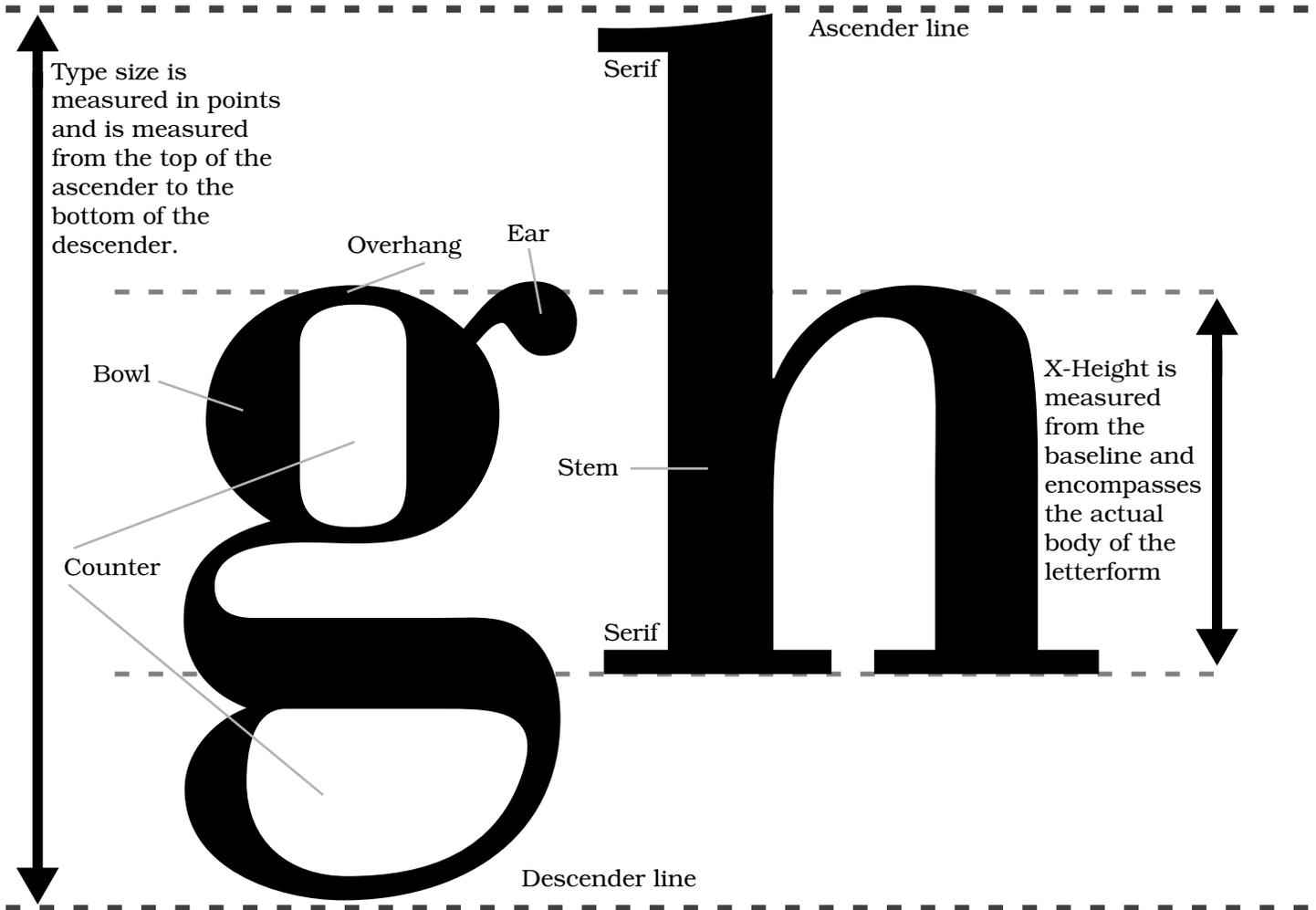


Type is measured in points. One point equals about 1/72nd of an inch. Type size is measured from the top of the ascender to the bottom of the descender, or from descender to descender without any extra space between the lines. Measurement of type sizes is not very accurate.

# 72 POINT type

BIG letters are called Upper Case because they were stored in the Upper Case (drawer) of the printer's cabinet. Little letters were stored in the Lower Case.



**Negative**—possible with the advent of computer typesetting

## Type Anatomy

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“Until the early '70s (yes the 1970s), all printed type was set in hot metal. Each letter...was cast onto a tiny piece of lead backwards so when printed the letter would be facing the right direction. All these letters were lined up in a row, with other tiny little pieces of blank metal stuck between the words to separate them. Even the newer linotype machines, which composed these little pieces of type whole lines at a time instead of one letter at a time, used the same principle. Between each line of type was inserted another piece of blank lead to separate the lines—this was called the *leading*.” (pronounced *ledding*.)

Robin Williams—*The Mac is Not a Typewriter*

This is 72 point type. 120% of 72 points (the computer's estimate of auto leading) is 86.4, or rounded = 86.5. The actual lead (distance between the bottom of the descender to the top of the ascender) is 14.5, but the distance from baseline to baseline is 86.5

Auto leading is

Type size is measured from the top of the ascender to the bottom of the descender

usually 120% of

14.5 POINTS—size of the lead slug that was placed between lines of type in the days of hot metal typesetting

the type's point

size and is added

to the point size.

Leading is measured from baseline to baseline

# ALL CAPS: A TYPOGRAPHIC OXYMORON

IF THERE WERE TEN COMMANDMENTS OF TYPOGRAPHY, "THOU SHALT NOT SET IN ALL CAPS" WOULD BE THE FIRST.

Lowercase letters are easier to recognize than capitals. They have clearer definition in terms of variation in shape and size. Their bowls, loops, ascenders, descenders, and diversity of strokes make them more legible letterforms than capitals...To give importance to a headline, to make a subhead stand out, or to emphasize a point, set the important words in a larger point size or in a **bolder** or *italic* type, but for the most part, steer clear of words in CAPITAL LETTERS; they accomplish very little.

— *Allan Haley*