

typography

ABC

Overview

Typography is the art and techniques of type design, modifying type glyphs, and arranging type. Type glyphs (characters) are created and modified using a variety of illustration techniques. The arrangement of type is the selection of typefaces, point size, line length, leading (line spacing) and letter spacing.

Typography is performed by typesetters, compositors, typographers, graphic artists, art directors, and clerical workers. Until the Digital Age typography was a specialized occupation. Digitization opened up typography to new generations of visual designers and lay users.

Etymology

Typography (from the Greek words τύπος type = "to strike"

"That by which something is symbolized or figured..." and γραφία graphia = to write).

Typography traces its origins to the first punches and dies used to make seals and currency in ancient times. Typography with modular moveable metal type began in 13th-century Korea, and was developed again in mid-15th century Europe with the development of specialized techniques for casting and combining cheap copies of letterpunches in the vast quantities required to print multiple copies of texts.

Since digitization typography's range of applications has become more eclectic, appearing on web pages, LCD mobile phone screens, and hand-held video games. The ubiquity of type has led typographers to coin the phrase *"Type is everywhere"*.

The quick brown fox...
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