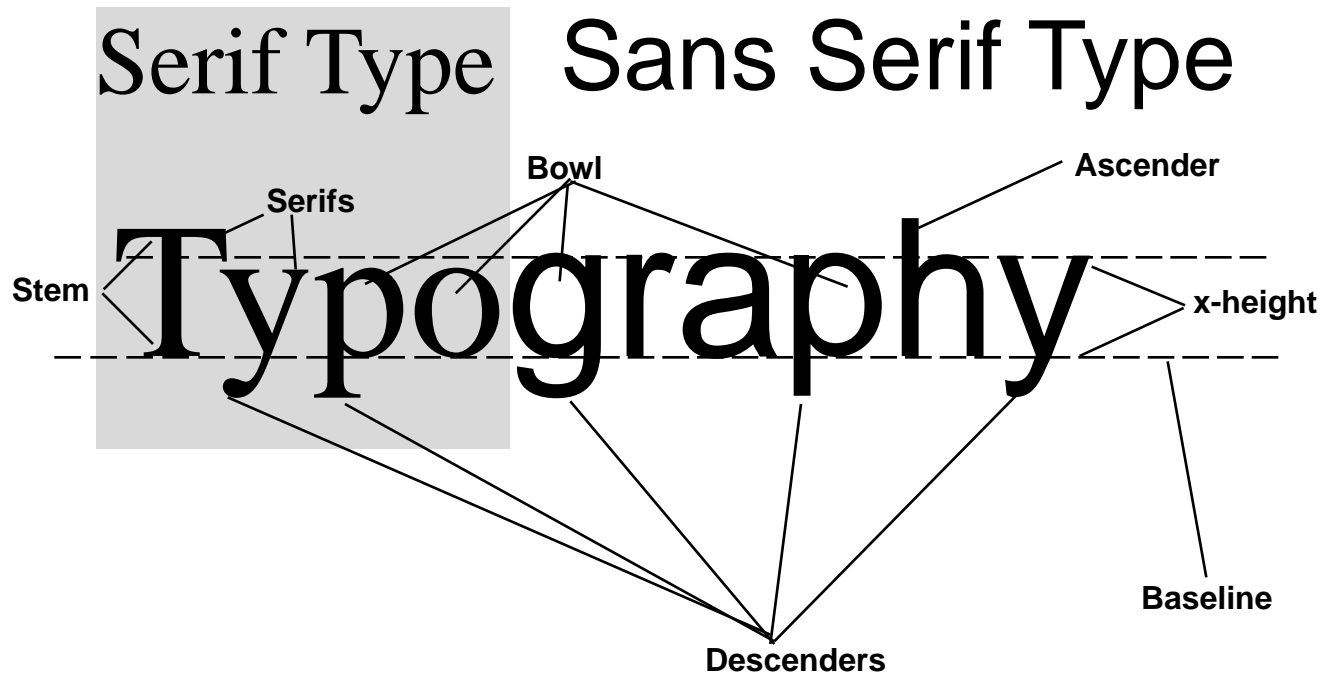


Anatomy of Type

FOR *Journalism*
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Type is measured in points. There are 72 points to an inch, so 72-pt. type is 1 inch tall, **measured from the top of the ascender to the bottom of the descender**. Type 1/2-inch tall is 36-pt., 1/4-inch type is 18-pt., and so on. **Note:** No letter has both an ascender and a descender; however in any given typeface and size, the length of the ascender and descender are the same. To get an accurate measurement of type, measure the ascender or descender that you do have, then add that measurement to the rest of the letter.

The word typography above is 72-pt. Times and 72-pt. Helvetica.

Serifs are the decorative strokes at the end of the letters. Notice that "Typo" has the serifs, while "graphy" does not. The first part of the word is set in Times, a **serif** type. The second part of the word is set in Helvetica, a **sans serif** (without serifs) type.

The **x-height** is the portion of the letter that would be the same height as the lower case **x** in that typeface.

Ascenders are those portions of lower case letters which rise above the **x-height**.

Descenders are those portions of lower case letters which hang below the **baseline**.

The portion of letters which form an enclosed loop is called a **bowl**.

The **stem** is the height of an uppercase letter, from the baseline to the top of the letter.