

# Elements Of Typography

## Typography

- The activity or business of preparing text and copy for printing.
- The appearance of printed characters on the page.

In **InDesign**, type can be transformed in the '**Character Palette**' (Key Command - CTRL T).

## Elements Of Typography

- **Leading (Line Spacing)** - Is the space between lines of type.

**Example:**                      **Leading is expressed in points,  
and is measured from the  
baseline of one line to the  
baseline of the next line.**



- **Kerning** - Tightening the space between letters in a word.

**Example:**                      **Unkerned Type  
Kerned Type**



- **Tracking** - The consistence space between letters in an entire line or paragraph.

**Example:**                      **Tracking at 10 points  
Tracking at 100 points  
Tracking at 200 points**

