MEDIA PUBLISHING

Typography has been around since the 11th century, however, it existed even before that – as the unique art of creating words in books and magazines without much technology around. Every detail was well-thought, crafted, and carefully carried out. And now, thanks to the Internet and the digital age, typography has expanded its borders becoming a huge part of not only publications but of every aspect of our lives.

Leading

We call the distance between two lines of text leading (rhymed with heading) or line spacing. It's an important factor that makes your text more legible. If your lines are too close to each other, then it will be difficult for people to read them, which you absolutely don't want. And yet, with too much space between your lines, it'll also be a struggle. So, keep the balance, and if at times you don't know what line spacing to use, the default one is pretty fine.

Tracking

The space we see between the characters of the text is called tracking or letter spacing. When working with most software and online tools, you can usually apply both positive (making more space between characters) and negative tracking (making words appear tight). Make sure you don't apply more tracking than needed, so your composition looks artistic and yet professional.

Kerning

While tracking is the spacing between text characters, kerning modifies the spacing between individual letters. It's usually applied to single words like *logos*, rather than large text. If you apply tracking to a word and still notice a gap between the letters A and W, then you'll have to use the kerning tool to make it right. Or, if you've come up with a one-word *logo for your brand*, you can use kerning to make the letters more noticeable by distancing them from each other slightly.

Serif

These typefaces, also known as the Humanist style, add a tiny line at the bottom of letters. The serif typefaces were inspired by traditional calligraphy and are considered to be the most famous and oldest font styles. Some sources state that they've been around since the 15th century. Serif typefaces are known as a more formal style, so you can find them in newspapers, books, and magazines.

They are also customizable since most of them have italics, bolds, small caps, and other options. Even though serif is characterized by a "foot" shown at the bottom of a letter, there are many variations of them. One of the most famous serif variations is Times New Roman.

Sans Serif

Sans serif typefaces have been popular since the middle of the 20th century, and have more of a gothic feel, while serif typefaces are known as "roman".

These typefaces are more defined, bold and modern. A famous sans serif typeface is Arial, which you can find in many headlines and announcements.

Script

These curvy font styles are elegant, creative, and quite artistic. They have been noticeably around since the 20th century and usually look like handwritten letters.

Because of the many variations they have, most of which are sometimes hard to read, it's better to use these fonts sparingly and not go overboard, even if they are pretty. Think about whether people can read it or not, especially when you are trying to choose a *logo font* for your brand.

Display

Display or decorative typefaces are fun, casual, and unique. They are usually not used in long texts, but for small amounts of texts, such as titles and headers.

There are a number of brands that use this typeface in their logos. Two great examples of this typeface style in logos are Disney and Fanta.

What is the difference between primary and secondary colors?

- In a nutshell, primaries are colors that are themselves. The secondary colors are constructed by mixing two primary colors. Complementary colors are typically on opposite sides of a color wheel and are the ones, when mixed together, create gray. In the real world of color, few pigments are pure, so you usually get a brown.

Primary colors:

The building blocks from which all other colors are derived. Also known as basic colors, as they can't be recreated by color mixing, traditional art and color theory accept RYB as the primary colors. As humans are trichromatic, RYB is fundamental to see the color spectrum of our world.

Secondary colors:

These are color combinations created by the equal mixture of two primary colors. On the color wheel, secondary colors are located between primary colors. According to the traditional color wheel, red and yellow make orange, red and blue make purple, and blue and yellow make green. If using an RGB color wheel, there's another set of secondary colors called additives: blue and green produce cyan, blue and red make magenta, and blue and yellow will make green.

Tertiary colors:

The combination of primary and secondary colors is known as tertiary or intermediate colors, due to their compound nature. Blue-green, blue-violet, red-orange, red-violet, yellow-orange, and yellow-green are color combinations you can make from color mixing. On a color wheel, tertiary colors are between primary and secondary colors.

Note: When working in CMYK for color printing purposes, these colors are "subtractive," which means they get darker as you add more ink or blend them together.

Bitmapped Font, Bitmap Font: A character FONT in which each individual letter form is stored as a table of PIXELS (a picture), in contrast to an OUTLINE FONT where each character is stored as a set of lines or strokes (a description of how to draw the character). Bitmapped fonts are fast and easy to RENDER onto a screen or printer – by simply copying the bits for the character – and for this reason were preferred on older computer systems (up to and including MS-DOS PCs) that used CHARACTER-BASED displays.
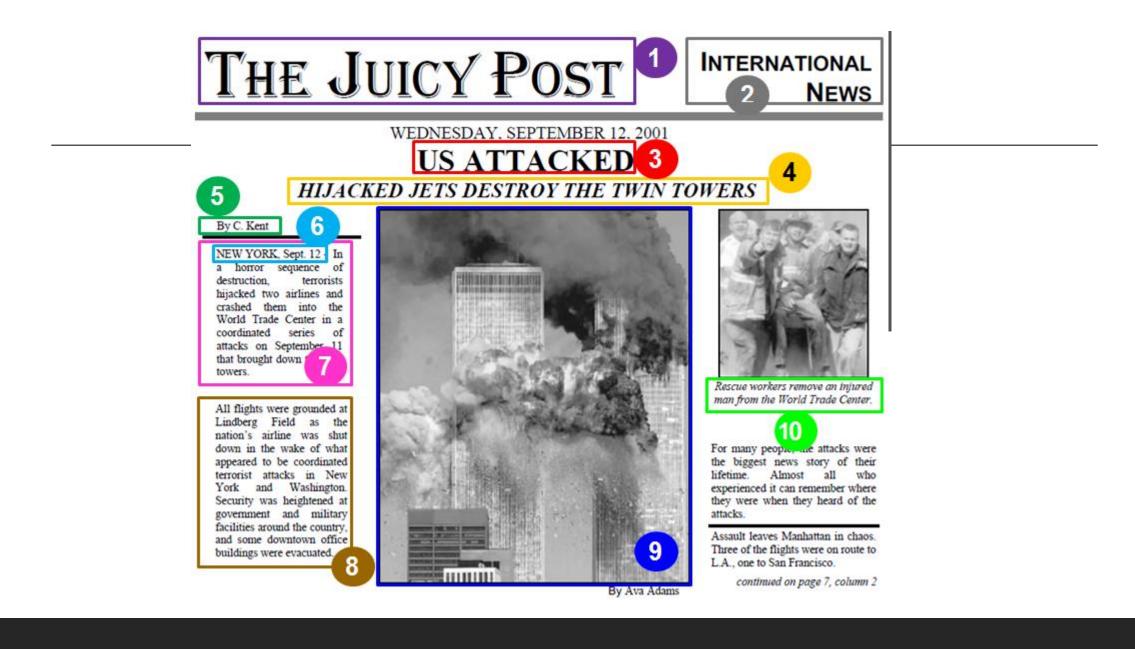
Bitmapped fonts render correctly only at the size they were created: to enlarge or reduce their characters involves duplicating or removing pixels, which gives the letters an unattractive jaggy appearance. In contrast, outline fonts can be scaled to any size (above a minimum) with little loss of quality and hence they have almost entirely displaced bitmapped fonts, except for applications such as instruments and hand-held computers with small fixed-size displays. Examples of bitmapped fonts include the fixed-pitch Courier and MS Serif fonts supplied with Windows.

All fonts (typefaces) that you see on the screen are **bitmapped.** That's the only way the computer can display the typeface on the screen, since the screen is composed of dots (pixels). Some fonts have no other information to them than the bitmapped display you see on the screen, while other fonts have additional data that is used by the printer to print the typeface smoothly on a page *(outline,* or *scalable* fonts).

What is a gutter space?

- A gutter is a space between columns that help separate content and elements from different columns. Gutter spaces/widths are fixed values at each breakpoint range but gutter widths can change at different breakpoints to better adapt to given screen size.

A gutter is a space between columns that help separate content and elements from different columns. Gutter spaces/widths are fixed values at each breakpoint range but gutter widths can change at different breakpoints to better adapt to given screen size. Wider gutters are more appropriate for larger screens, as they create more open space between columns and smaller gutters space are appropriate for smaller screens like mobile phones.

THE JUICY POST

WEDNESDAY, SEPTEMBER 12, 2001

US ATTACKED

HIJACKED JETS DESTROY THE TWIN TOWERS

By C. Kent

NEW YORK, Sept. 12 - In a horror sequence of destruction, terrorists hijacked two airlines and crashed them into the World Trade Center in a coordinated series of attacks on September 11 that brought down the towers.

All flights were grounded at Lindberg Field as the nation's airline was shut down in the wake of what appeared to be coordinated terrorist attacks in New York and Washington. Security was heightened at government and military facilities around the country, and some downtown office buildings were evacuated.

By Ava Adams

Rescue workers remove an injured man from the World Trade Center.

For many people, the attacks were the biggest news story of their lifetime. Almost all who experienced it can remember where they were when they heard of the attacks.

Assault leaves Manhattan in chaos. Three of the flights were on route to L.A., one to San Francisco.

Elements of a newspaper

1. Name of the newspaper

2. Section

These are titles or labels that indicate the different sections of the newspaper, such as news, sports, entertainment, or opinion.

3. Headline

It sums up the story or article. It's usually printed in large font at the top of the page to grab the reader's attention.

4. Drophead

It's a secondary headline that provides additional information about the story.

5. Byline

It's the author of the article. It appears at the beginning of the article.

6. Dateline

It has two elements: the name of the place from where a story originated and the date on which it was written. It usually appears in bold letters.

7. Lead

This is the first sentence or paragraph of the article, which provides a summary of the main points and captures the reader's interest.

8. Body

This is the main content of the article, which provides the details and information on the topic being covered. It's divided into small paragraphs.

9. Photo

They are used to make a text easier to understand or more interesting. These are visuals that help illustrate the story and make it more engaging for the reader.

10. Caption

These are short descriptions or explanations that accompany photographs or images. It is known as cutline in the US.

Masthead

This is the section of the newspaper that includes the publication's name, logo, and other identifying information, such as the publisher, editor, and editorial board.

Table of contents

This is a list of the articles and sections in the newspaper, along with their page numbers, which helps readers navigate the content.

Subheadings

These are smaller headlines that break up the text into smaller sections and provide additional information about the content.

Crossheads

These are subheadings that are placed in the middle of the text to break up long articles and make them easier to read.

Sidebar

This is a smaller article or feature that accompanies the main story and provides additional information or context.

Charts of graphs

These are visual representations of data or information that help illustrate a point or support the article's argument

Jump lines

These are lines of text that indicate where an article continues on another page in the newspaper.

Editorials

These are opinion pieces written by the newspaper's editorial board or guest contributors, which provide commentary and analysis on current events or issues.