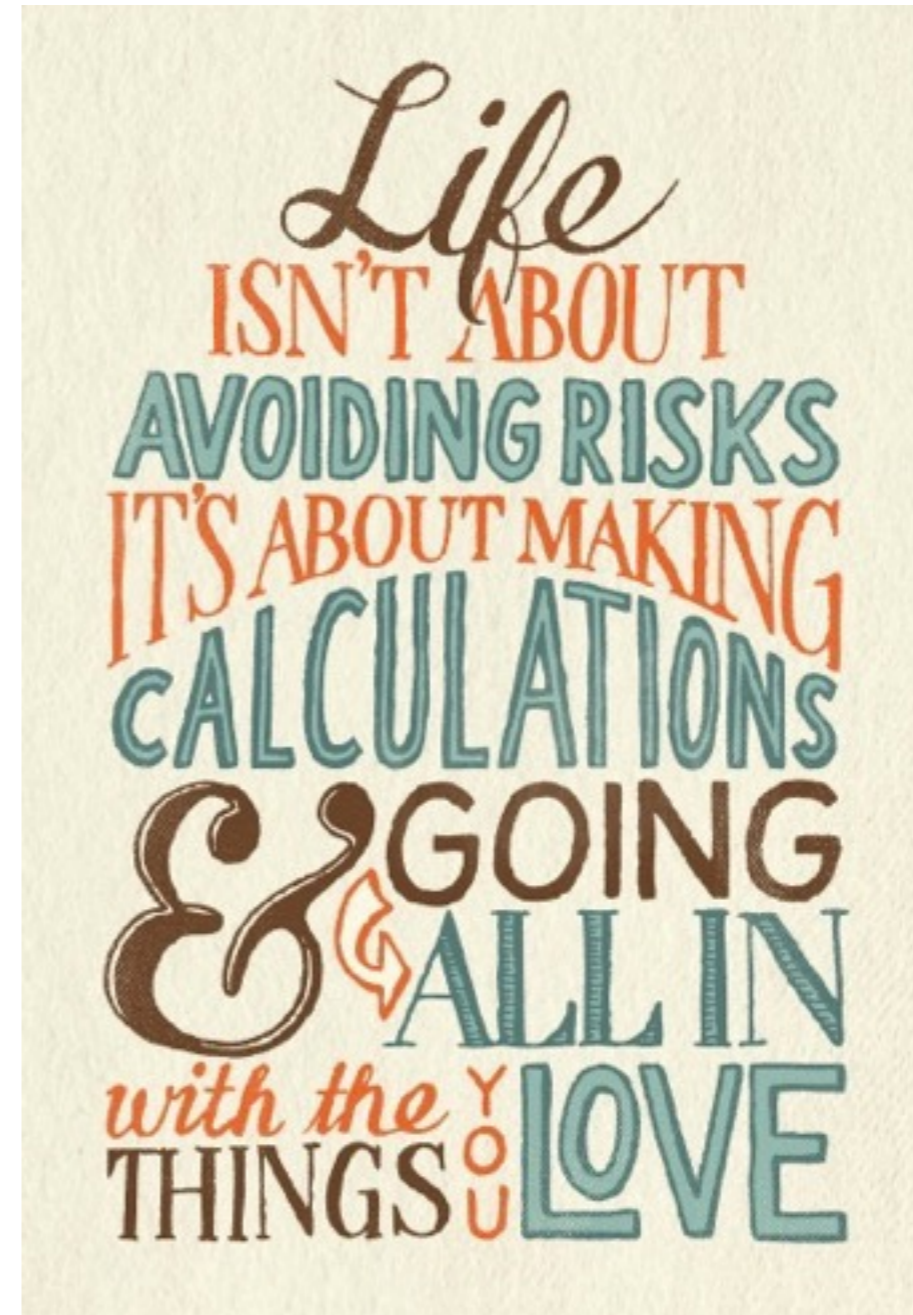


# Typography Quote



# Key Vocabulary

**Alignment** - Arrangement in a straight line, or in correct or appropriate relative position.

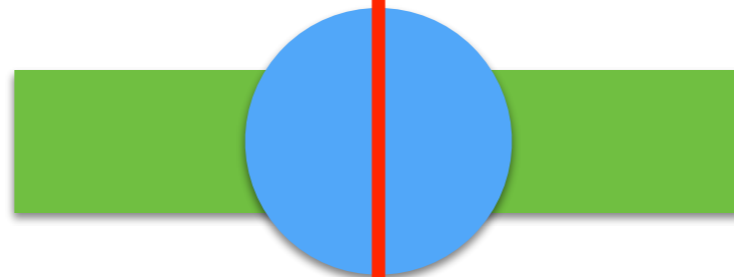
## Align to the Left

Twinkle, twinkle little star  
how I wonder what you are  
up above the world so high  
like a diamond in the sky.



## Align to the center

Twinkle, twinkle little star  
how I wonder what you are  
up above the world so high  
like a diamond in the sky.



## Align to the Right

Twinkle, twinkle little star  
how I wonder what you are  
up above the world so high  
like a diamond in the sky.



“How is Alignment going to work in my Typography quote?”

**Use alignment to help position your words in an organized ways. Alignment creates order.**



# Emphasis

A special importance, value, or prominence given to something.

**YES**

vs. NO

Emphasis using scale

---

YES

vs.

**NO**

Emphasis using color / value

“How is Emphasis going to work in my Typography quote?”

Depending on where you place the emphasis the quote could be read differently.

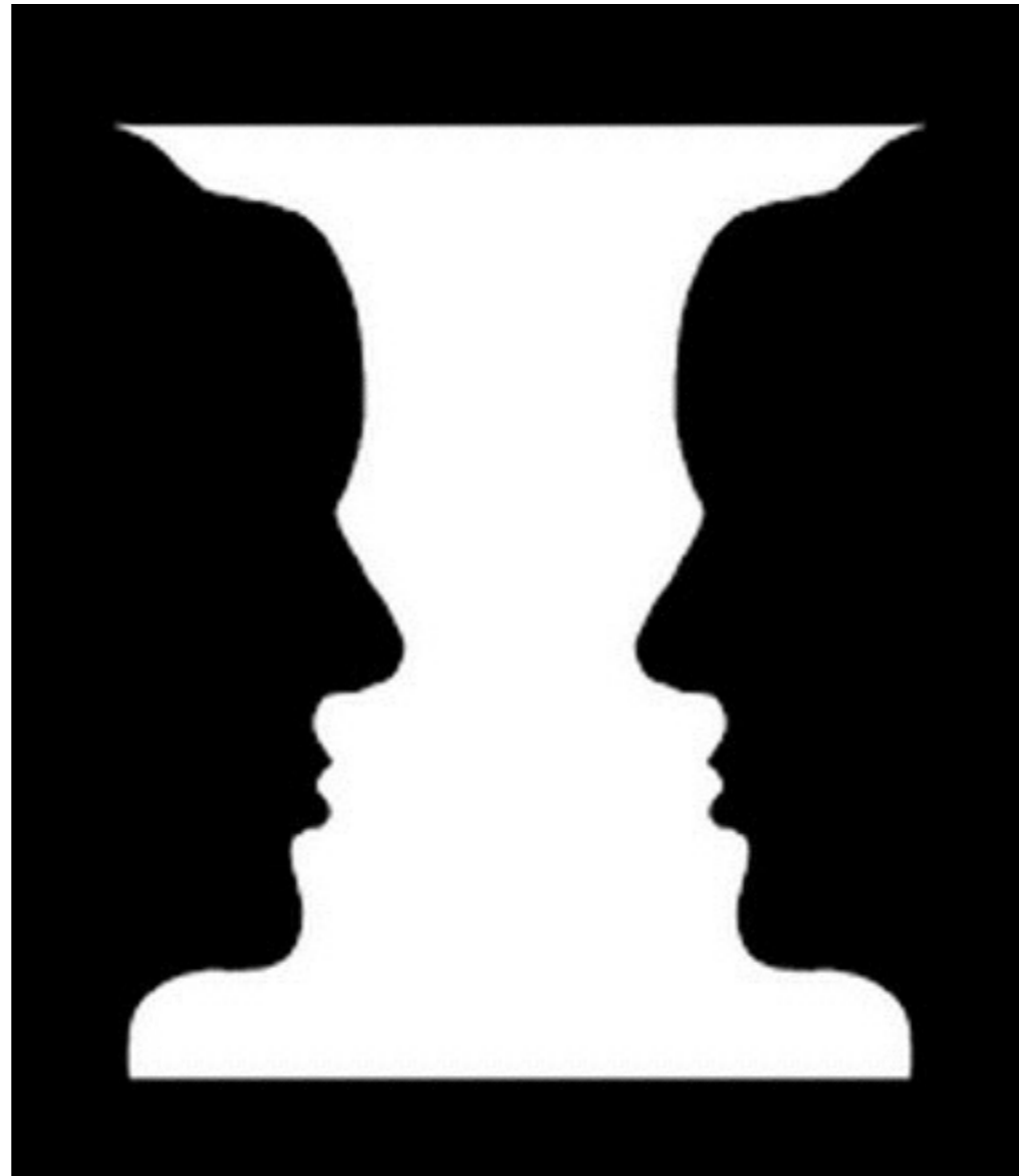
Some  
people are  
**SO** poor  
all they have  
is money

Some people  
are so poor all they  
have  
is  
**MONEY**

# Negative Space

The space around or between an object.

If you see a white vase, then the black area around the vase would be negative space.



If you see two people staring at each other, then the white area around would be negative space.

“How is Negative space going to work in my Typography quote?”

White space in design is like air.  
Your design needs it to breath.





Cluttered, Confusing,  
Low Quality, etc.



Poor use of  
Negative Space

Clear, Easy to understand,  
High quality



Good use of  
Negative Space

# Kerning vs. Tracking

**Kerning** - The space between **individual** letters in a piece of text.



Twinkle

**Tracking** - The space between **all** the letters in a word or a line of text.

Twinkle, twinkle little star  
Tracking set to +100

Twinkle, twinkle little star  
Tracking set to -50

“How is Kerning and Tracking going to work in my Typography quote?”

For this project will be required to adjust the kerning and tracking to make your words and letters fit together in a beautiful manner.



Yes

Uneven Spacing of letters  
Harder to read



Yes

Even Spacing of letters  
more pleasing to read.

Kerning has been  
adjusted

Examine the Typographic Quote, identify the key vocabulary.

**Alignment**

**Emphasis**

**Negative Space**

**Kerning**

**Tracking**



Go online and research quotes that you may want to use for your Typographic Quote.

Inspirational Quotes

Funny Quotes

Quotes about high school

Quotes about life

Quotes by famous people

Recognizable movie quotes

All quotes must be school appropriate