

typography En Masse

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style sheet     Consists of a defined set of typographic and page layout attributes that can be easily applied to a section of text. Style sheets work particularly well for large publications whereby changing a significant amount of type treatments by hand would be tedious.

master page     Template page. Whatever you do to the master page will appear on every page in your document. You may have multiple master pages.

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white space

grid systems	A method of curating. Structuring content according to a system of proportions.
modular/unit	A grid that utilizes equidistant square basal units, for instance graph paper.
golden section	$a : b = b : (a+b)$ This means that the smaller of two elements (such as the side of a rectangle) relates to the larger element in the same way that the larger element relates to the two parts combined.
single- vs. multi-column grid	The more columns you create the more flexible your grid becomes.
rule of thirds	Divide the horizontal and vertical dimensions into thirds.
vignette	Activating all four sides of the page as opposed to the corners
1 means	Typographic treatment using one font, one size, one weight. The only means of hierarchy are achieved by the placement of the text on the page.
ligatures	Specially drawn combinations of characters, such as fl fi.
glyphs	Punctuation and other marks like ligatures that are drawn for the typeface.
hyphen	Connect linked words and phrases and break words at the ends of lines.
en	Connect numbers. An en is half the point size of the typeface. [option-hyphen]
em	Express strong grammatical breaks. An em is width of the point size of the typeface. [shift-option-hyphen]
quote marks	Not the same as hatches, prime marks, or inch marks, referred to as dumb quotes. “ vs. " [option-brackets for “ and shift-option-brackets for ”]