



Is for Adobe

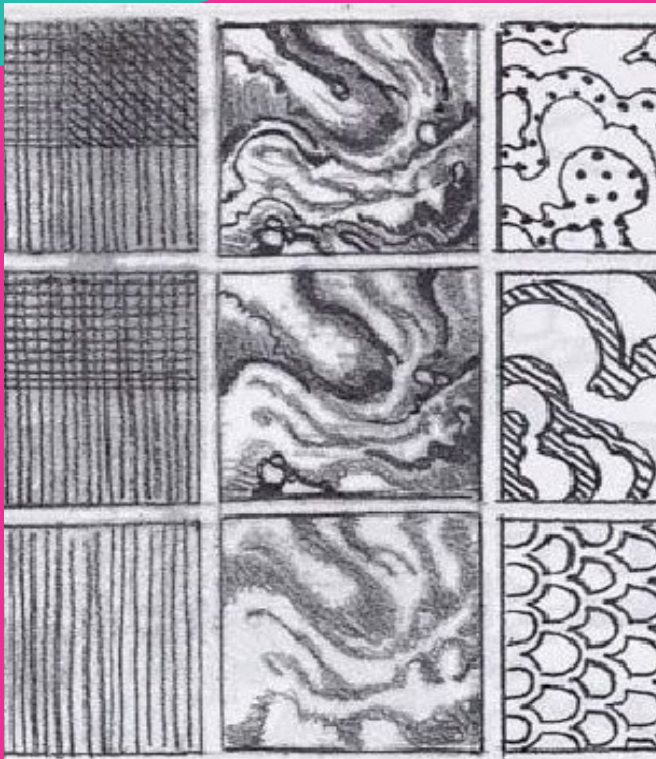
Officially known as Adobe Systems, the company is known for its multimedia and creativity software products. Popular products include Photoshop, Acrobat Reader, and Adobe Creative Cloud.

One of Adobe's first products was digital fonts, with the company entering the consumer software market in the 1980s. Adobe Illustrator was the company's first consumer product, which was a vector-based drawing program for Mac.



B

Is for Texture



In the visual arts, texture is the perceived surface quality of a work of art. It is an element of two-dimensional and three-dimensional designs and is distinguished by its perceived visual and physical properties. Use of texture, along with other elements of design, can convey a variety of messages and emotions.



Is for Kerning

In typography, kerning is the process of adjusting the spacing between characters in a proportional font, usually to achieve a visually pleasing result. Kerning adjusts the space between individual letter forms, while tracking (letter-spacing) adjusts spacing uniformly over a range of characters.

**BEFORE
KERNING**

**AFTER
KERNING**

W A R N

W A R N

R

Is for Resolution

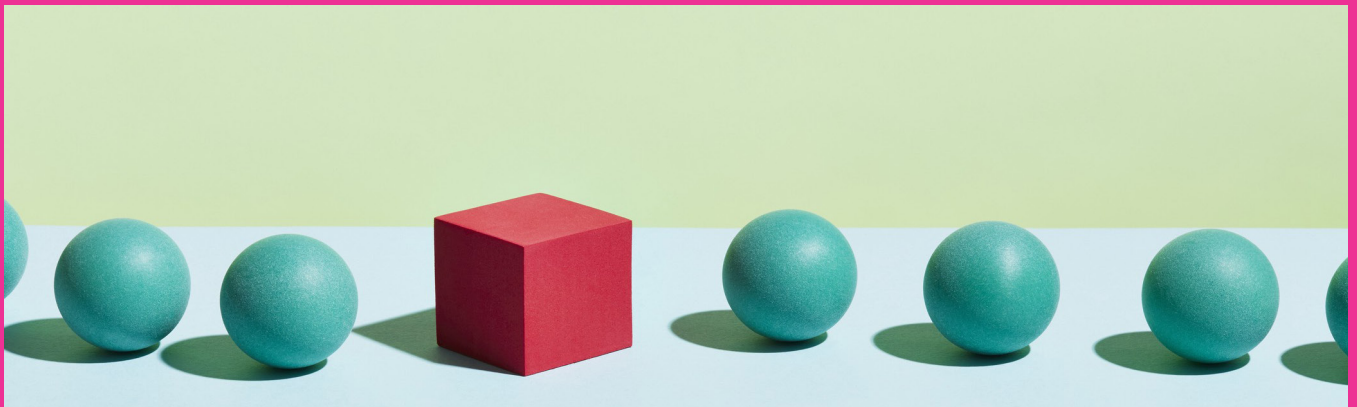
Resolution is the number of pixels (individual points of color) contained on a display monitor, expressed in terms of the number of pixels on the horizontal axis and the number on the vertical axis. The sharpness of the image on a display depends on the resolution and the size of the monitor.





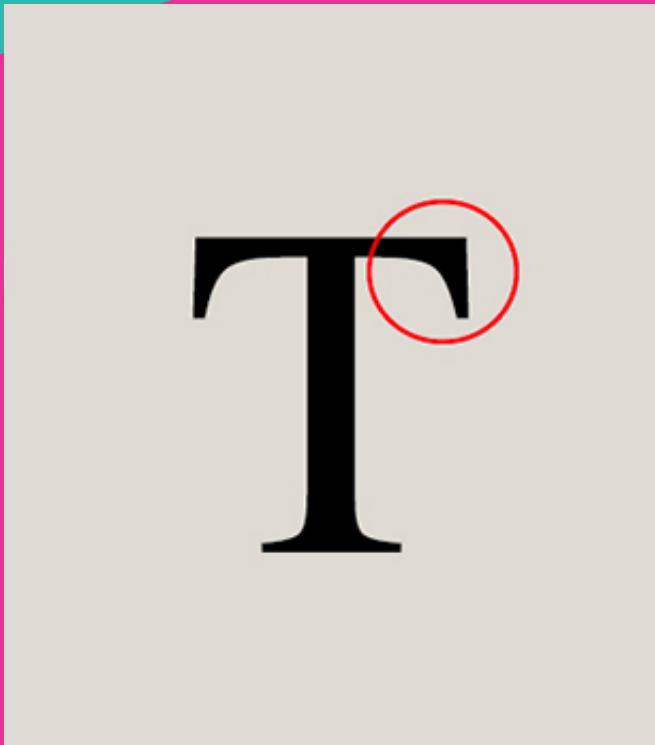
Is for Contrast

As a principle of art, contrast refers to the arrangement of opposite elements and effects. For example, light and dark colors, smooth and rough textures, large and small shapes. Contrast can be used to create variety, visual interest, and drama in an artwork.



S

Is for Serif



A stroke added as a stop to the beginning and end of the main strokes of a character. Definition: In typography, a serif is the little extra stroke found at the end of main vertical and horizontal strokes of some letterforms. Hairline serifs are much thinner than the main strokes.



Is for Font

A font is the combination of typeface and other qualities, such as size, pitch, and spacing. For example, Times Roman is a typeface that defines the shape of each character. Within Times Roman, however, there are many fonts to choose from — different sizes, italic, bold, and so on.





Is for Leading

The definition of leading is: the distance between two baselines of lines of type. The word 'leading' originates from the strips of lead hand-typesetters used to use to space out lines of text evenly. The word leading has stuck, but essentially it's a typographer's term for line spacing.

