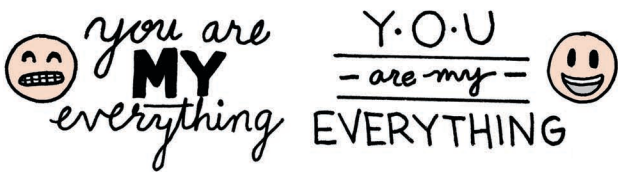


# 4 KEY DESIGN ELEMENTS

## 1 LEGIBILITY



## 2 EMPHASIS



## 3 BALANCE



## 4 MOOD



ARM: HORIZONTAL STROKE THAT DOES NOT CONNECT TO LETTER ON ONE END  
 ASCENDER: STROKE ON A LOWERCASE LETTER THAT EXTENDS UPWARD  
 BAR OR CROSSBAR: HORIZONTAL STROKE IN THE MIDDLE OF LETTERS  
 BOWL: A CURVED STROKE THAT ENCLOSES THE WHITE SPACE  
 COUNTER: THE WHITE SPACE WITHIN A LETTERFORM  
 DESCENDER OR TAIL: STROKE THAT EXTENDS BELOW THE BASELINE  
 LEG: A SHORT DOWNWARD STROKE THAT SUPPORTS THE LETTER  
 SERIFS: SHORT, DECORATIVE STROKES AT THE END OF MAIN STROKES  
 SPUR: A SMALL ACCENT THAT EXTENDS FROM THE MAIN STROKE  
 STEM: THE VERTICAL, MAIN STROKES OF A LETTER

- SUPPLY CHECKLIST:
- BRISTOL SMOOTH PAPER
  - MECHANICAL PENCIL
  - CLEAR RULER
  - LARGE ERASER
  - MICRON PENS
  - MARKERS (OPTIONAL)

