IT'S ALL ABOUT TYPO GRAPHY

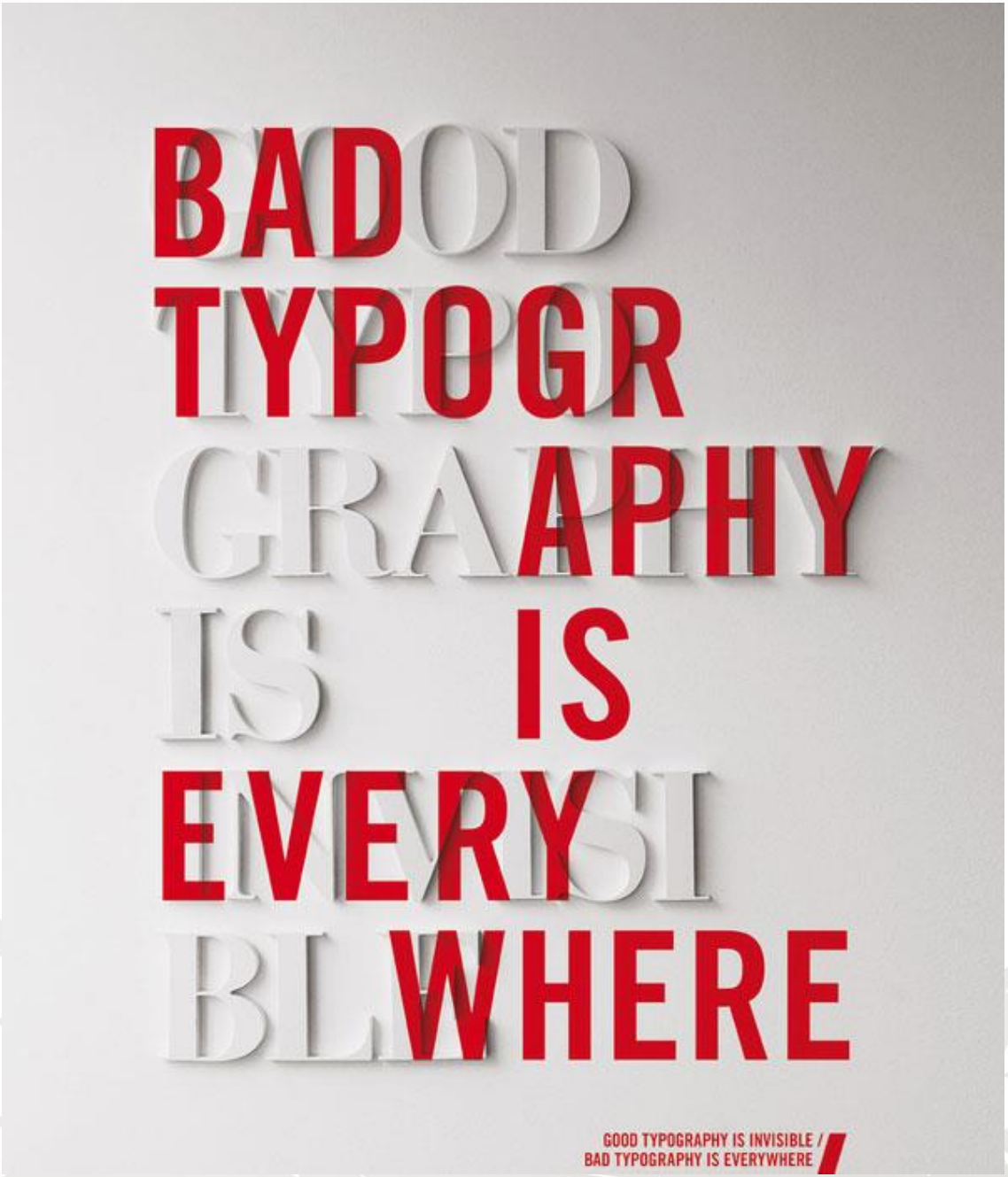


Image source: http://sixrevisions.com/design-showcase-inspiration/30-creative-typography-art/

What is Typography?

The art and technique of arranging type to make written language readable and appealing.

It involves selecting typefaces, point size, line length, line-spacing (leading), letter-spacing (tracking), and adjusting the space within letters pairs (kerning).

Typography Is Everywhere

Type is a component of design that's ever-present in the world around us. Road signs, magazine covers, posters, TV ads, film, etc.

The Basics

Is it a font or a typeface?

Typeface

Is a set of typographical symbols and characters. It's the letters, numbers, and other characters that let us put words on paper (or screen)

A typeface is a family of fonts

(e.g. Helvetica Regular, Helvetica Italic, Helvetica Bold, Helvetica Black)

Font

Is basically a complete character set within a typeface, often of a particular size and style

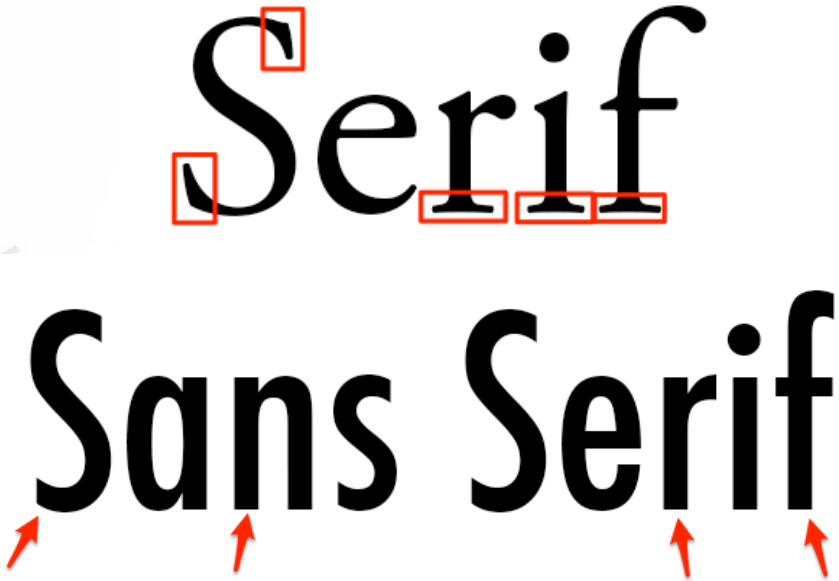
A font is one weight or style within a typeface family

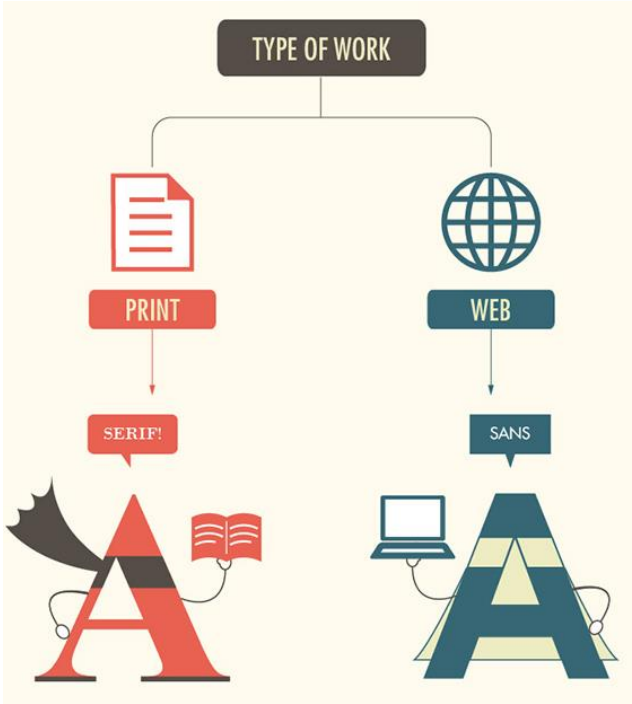
(e.g. Helvetica Regular)

"Font" and "typeface" are *not* interchangeable.

Classifications:

There are **different ways to classify typefaces** and type families.





Serif typefaces have small strokes/stems attached to the main strokes of characters. Serif typefaces are most often used for body copy in print documents, as well as for both body text and headlines online.

Sans Serifs typefaces on the other hand, lack serif details on characters. They are often more modern in appearance than serifs.

Source: http://www.urbanfonts.com/blog/2013/02/serif-vs-sans-the-final-battle/

SERIF

Old Style / Humanist: Times New Roman, Garamond
Transitional: Baskerville
Modern: Bodoni
Slab Serif: Rockwell, Blackoak std

SAN SERIF

Grotesque: Franklin Gothic
Transitional/ Neo Grotesque: Helvetica
Humanist: Tahoma, Gill Sans
Geometric: Futura

SCRIPT (formal & Casual): Edwardian Script, Brush Script BT
DECORATIVE ROSEWOOD, STENCIL
ORNAMENT Σψμβολ, ♆♓■♑♎♓■♑♦

...SPACING

Kerning:

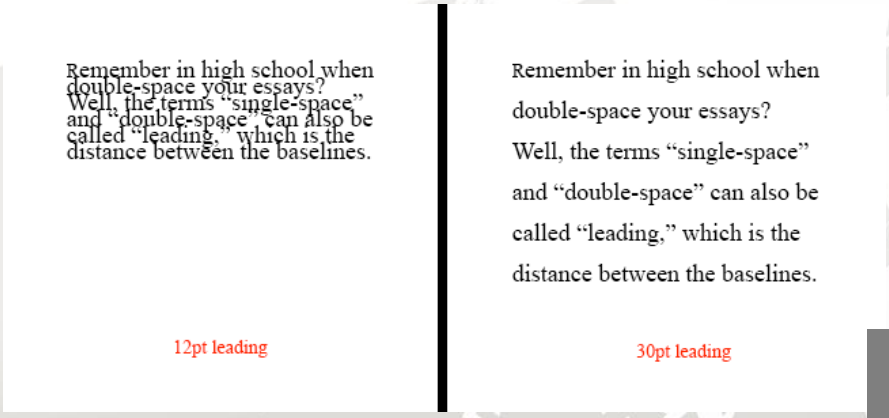
The space between two letters

Tracking:

The space between words

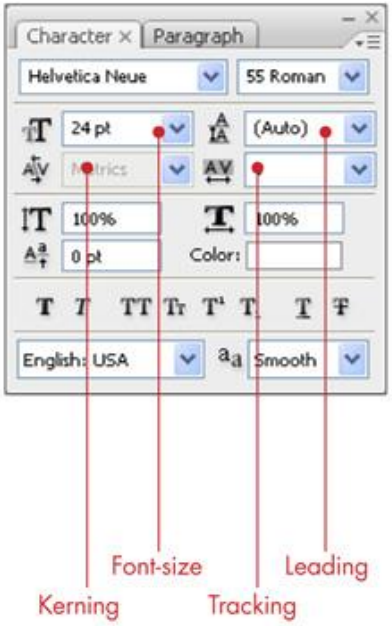
Leading:

The vertical spacing between lines of text

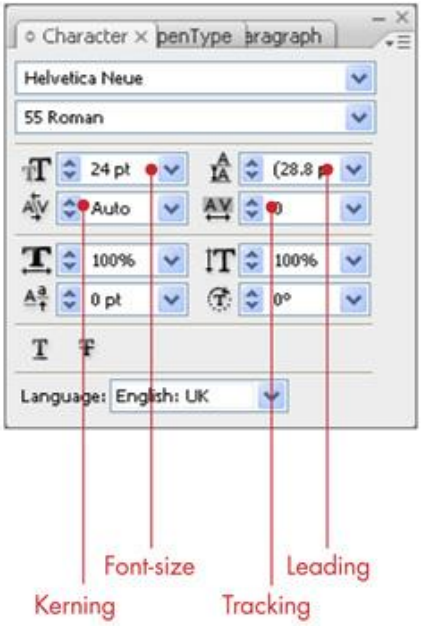


Working with Typography in Photoshop and Illustrator

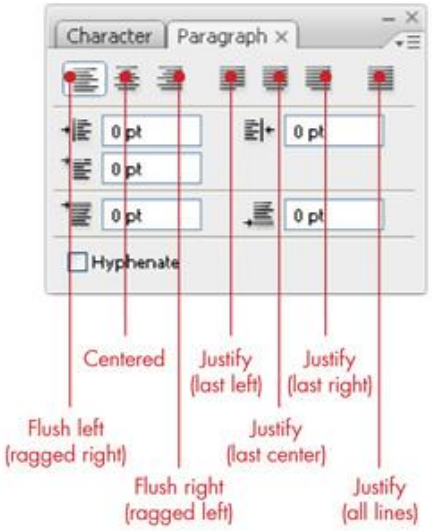
Photoshop Character Panel



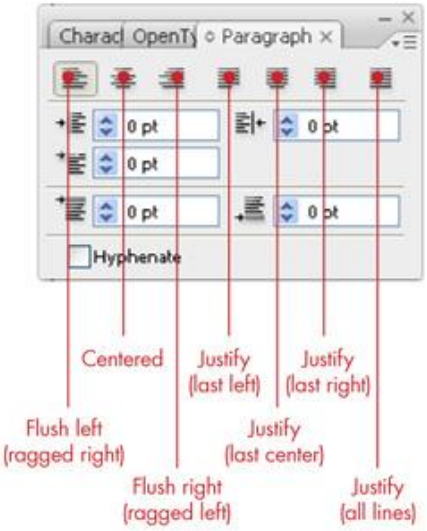
Illustrator Character Panel

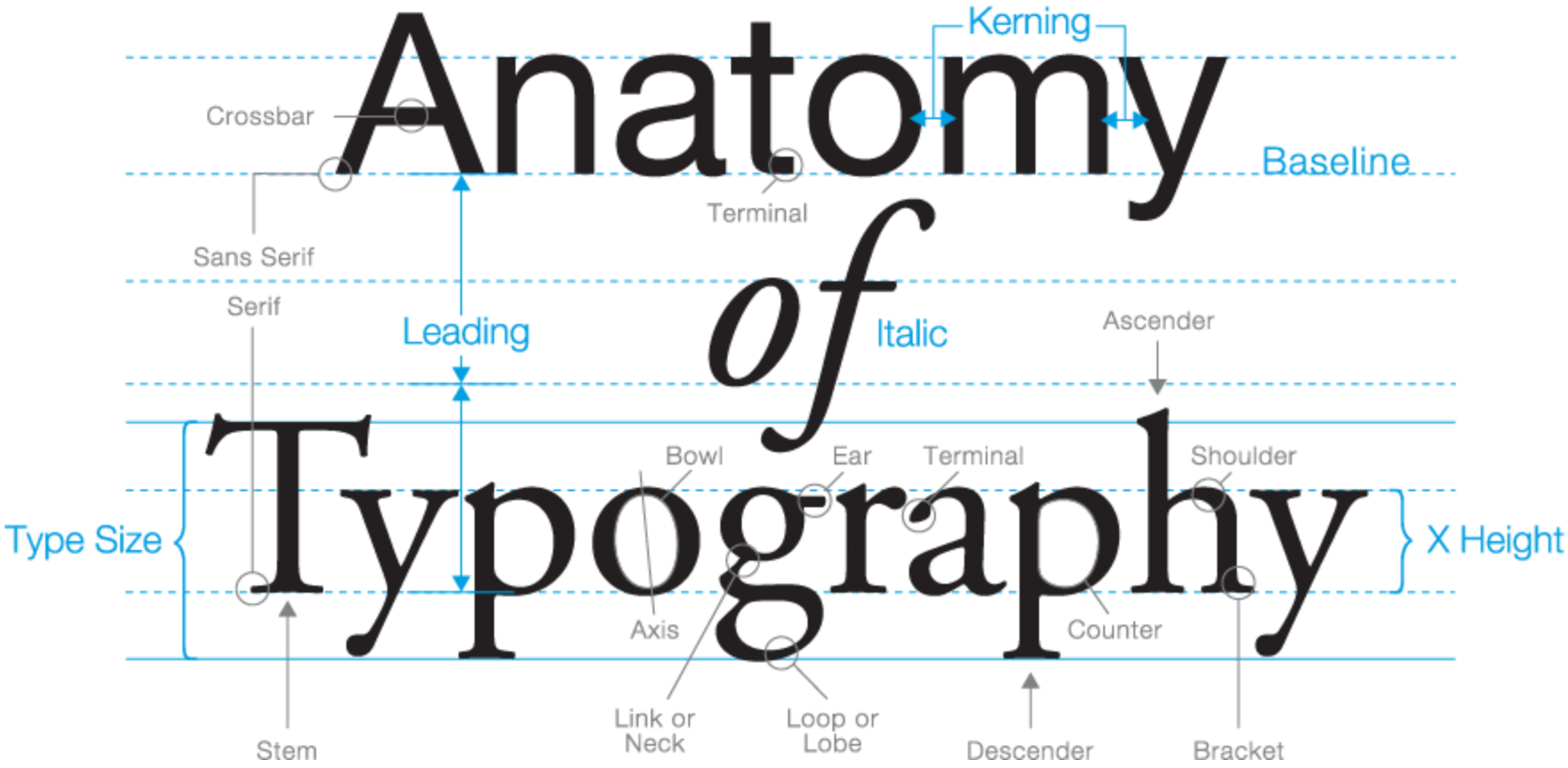


Photoshop Paragraph Panel



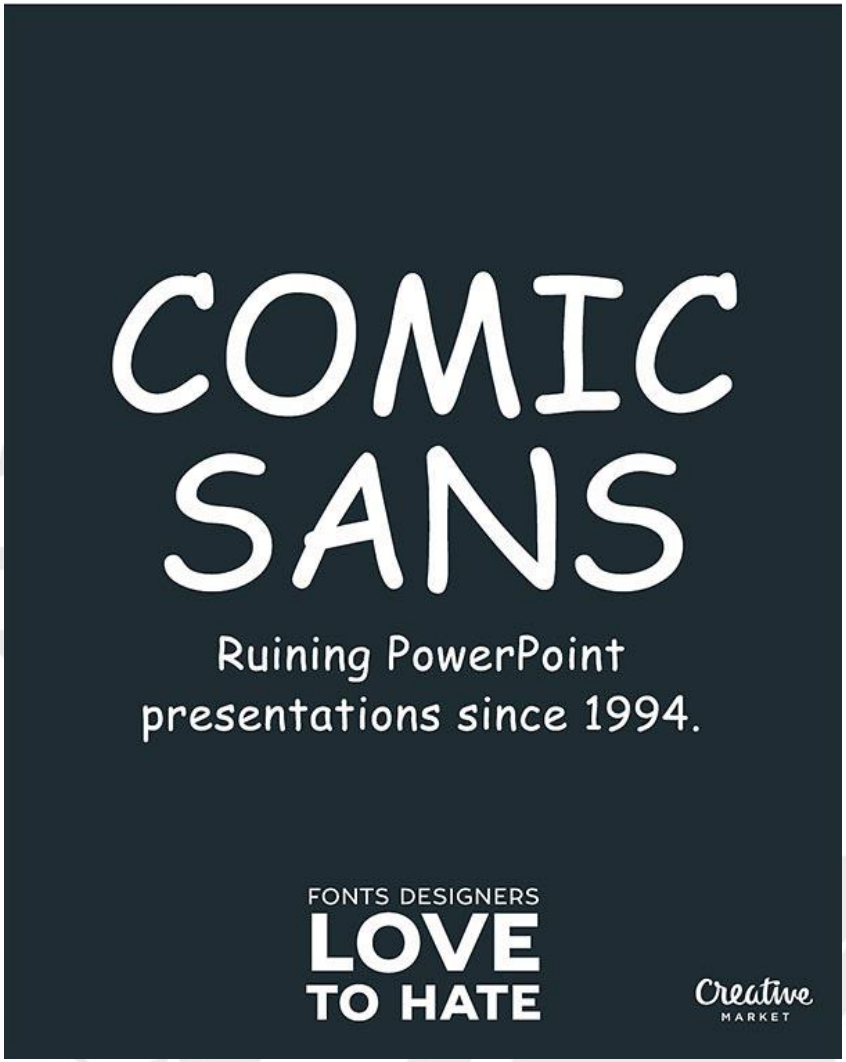
Illustrator Paragraph Panel

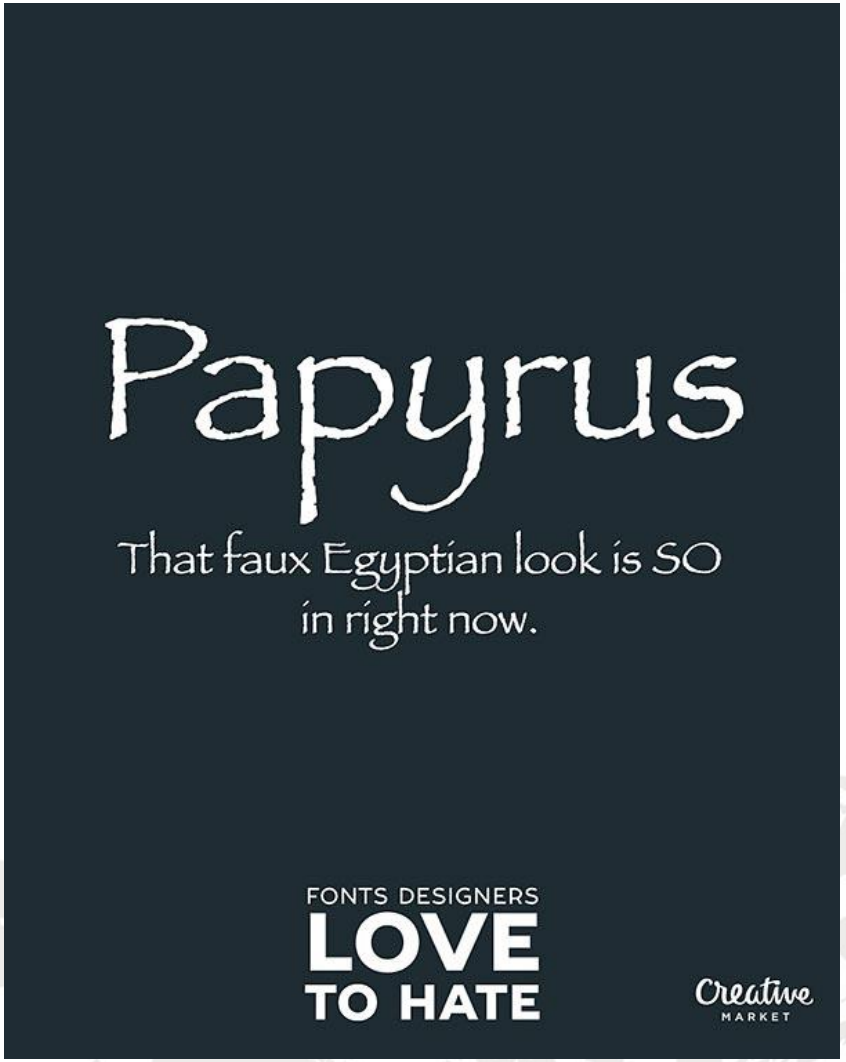




source: http://www.designersinsights.com/designer-resources/anatomy-of-typography

Fonts Designers love to hate... due to popularity, ugliness, or both.





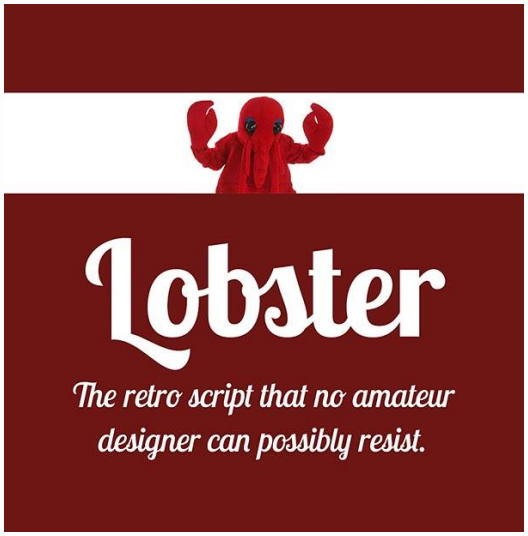
source: http://www.boredpanda.com/typefaces-worst-fonts-ever-creative-market/

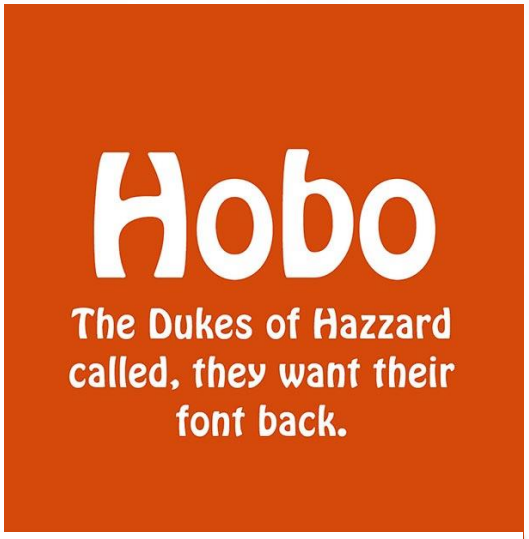
Brush Script

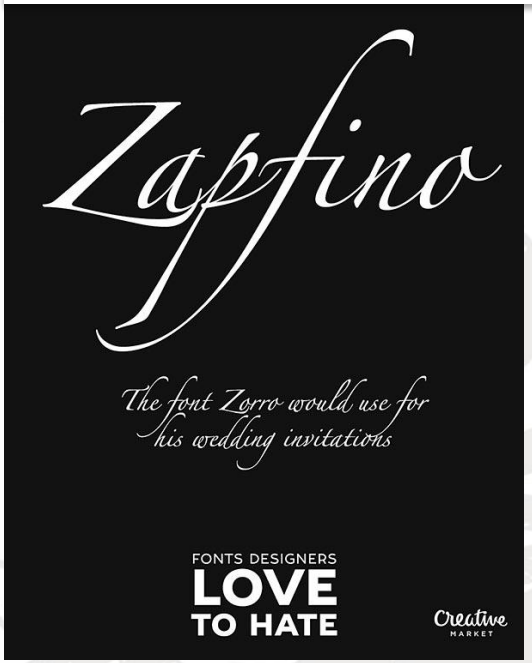
curlz

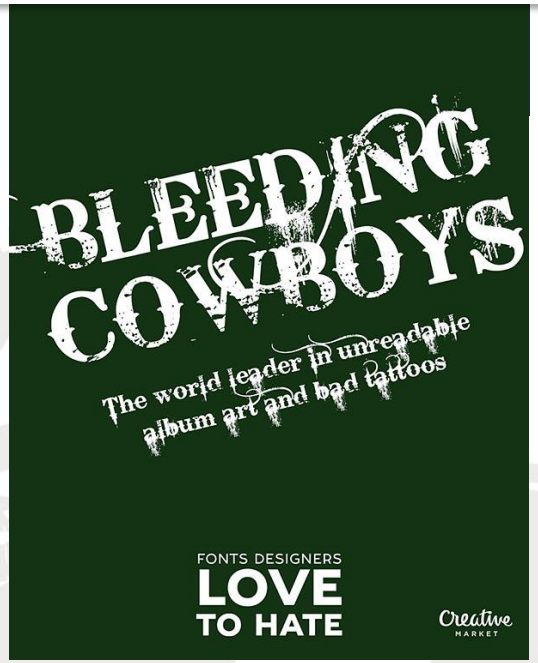
Vivaldi

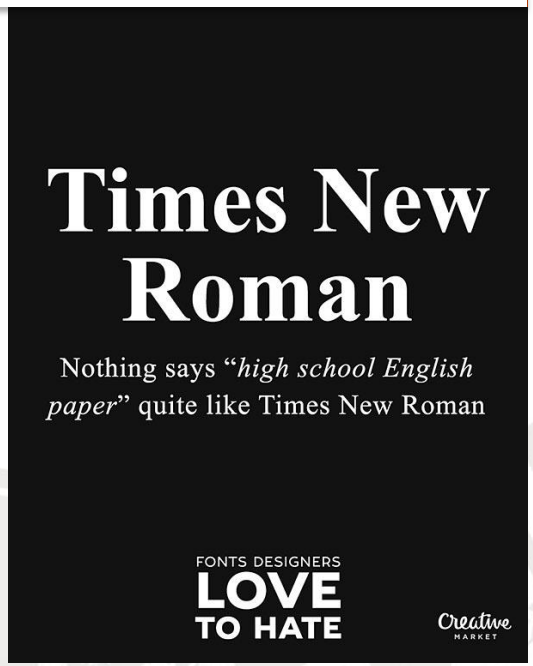
Courier











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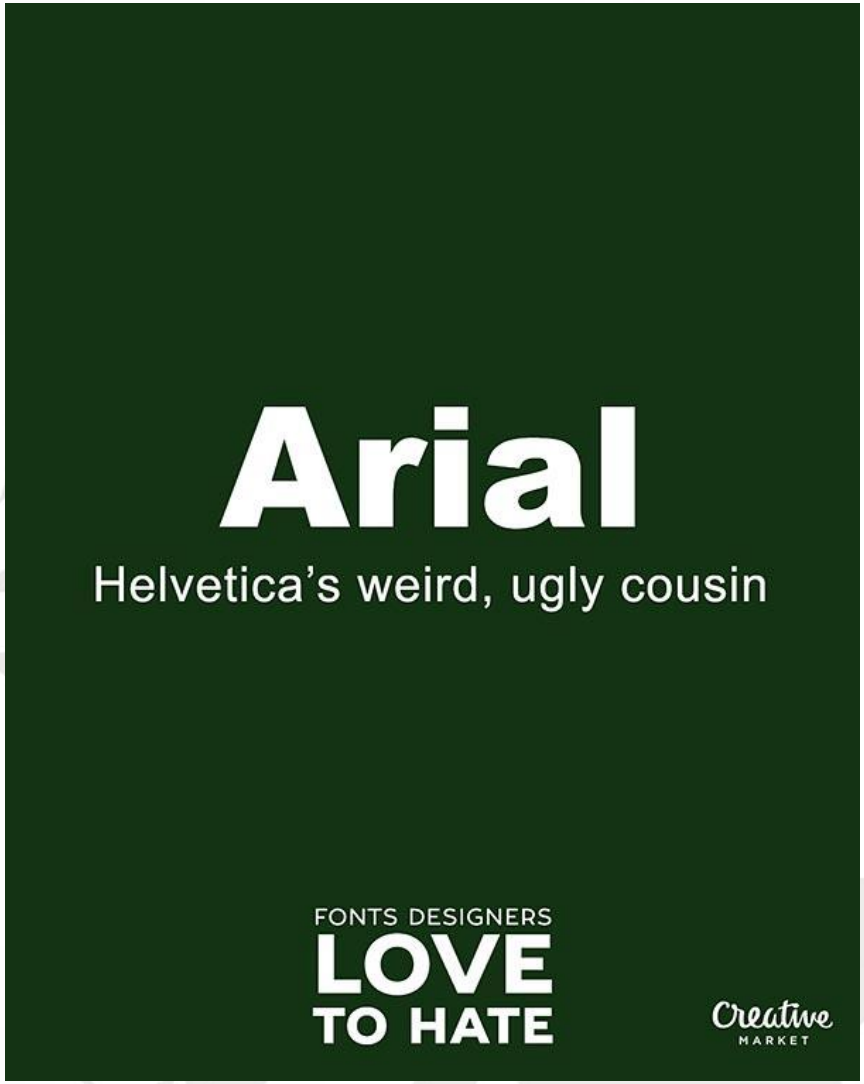
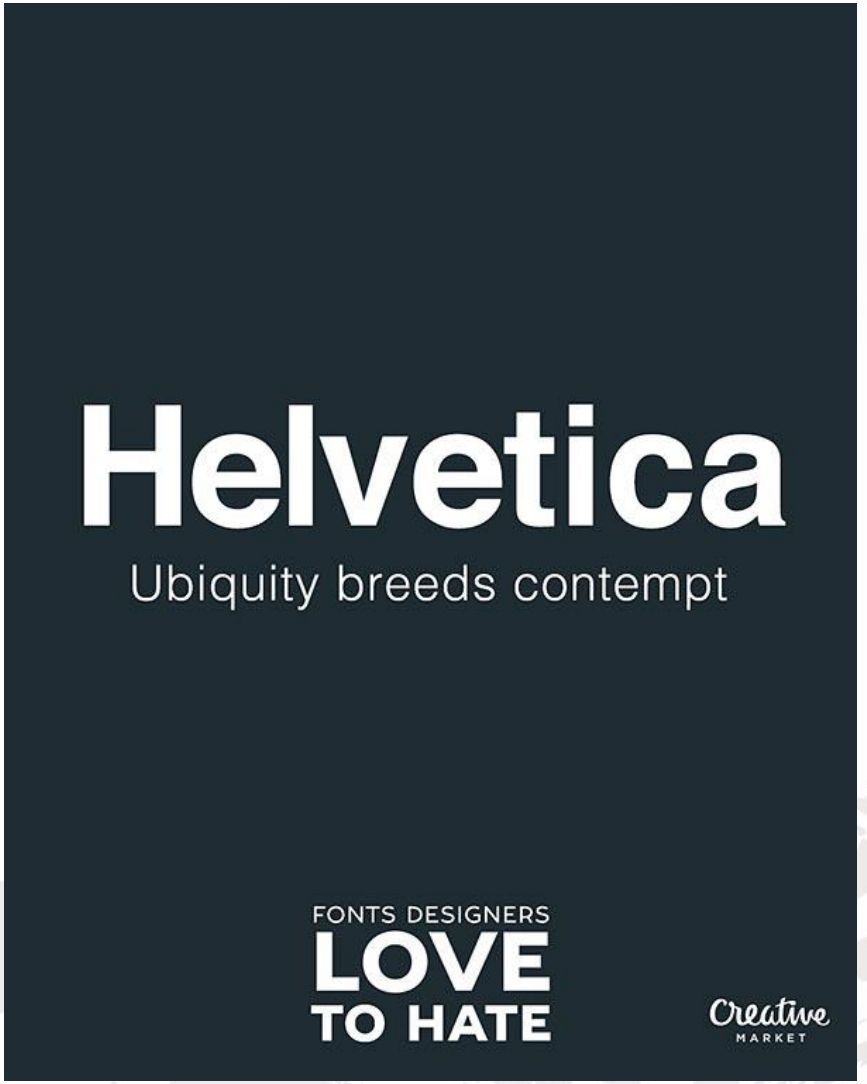
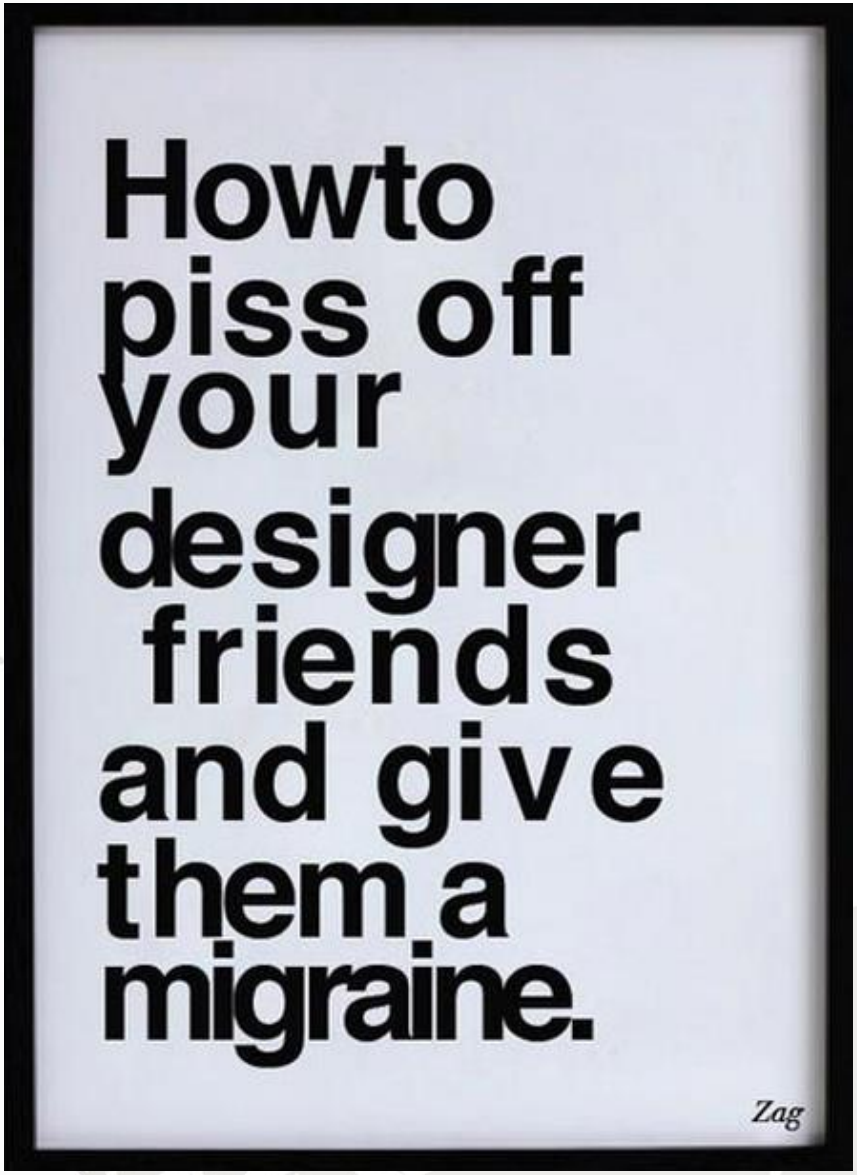




source: http://www.boredpanda.com/typefaces-worst-fonts-ever-creative-market/

Quick Note:



source: http://www.creativebloq.com/typography/5-embarrassing-examples-bad-kerning-91412894

source: http://www.buzzfeed.com/sludgepunkslimeharpy/things-that-make-graphic-designers-cringe-82dk#.cbbvMnL9

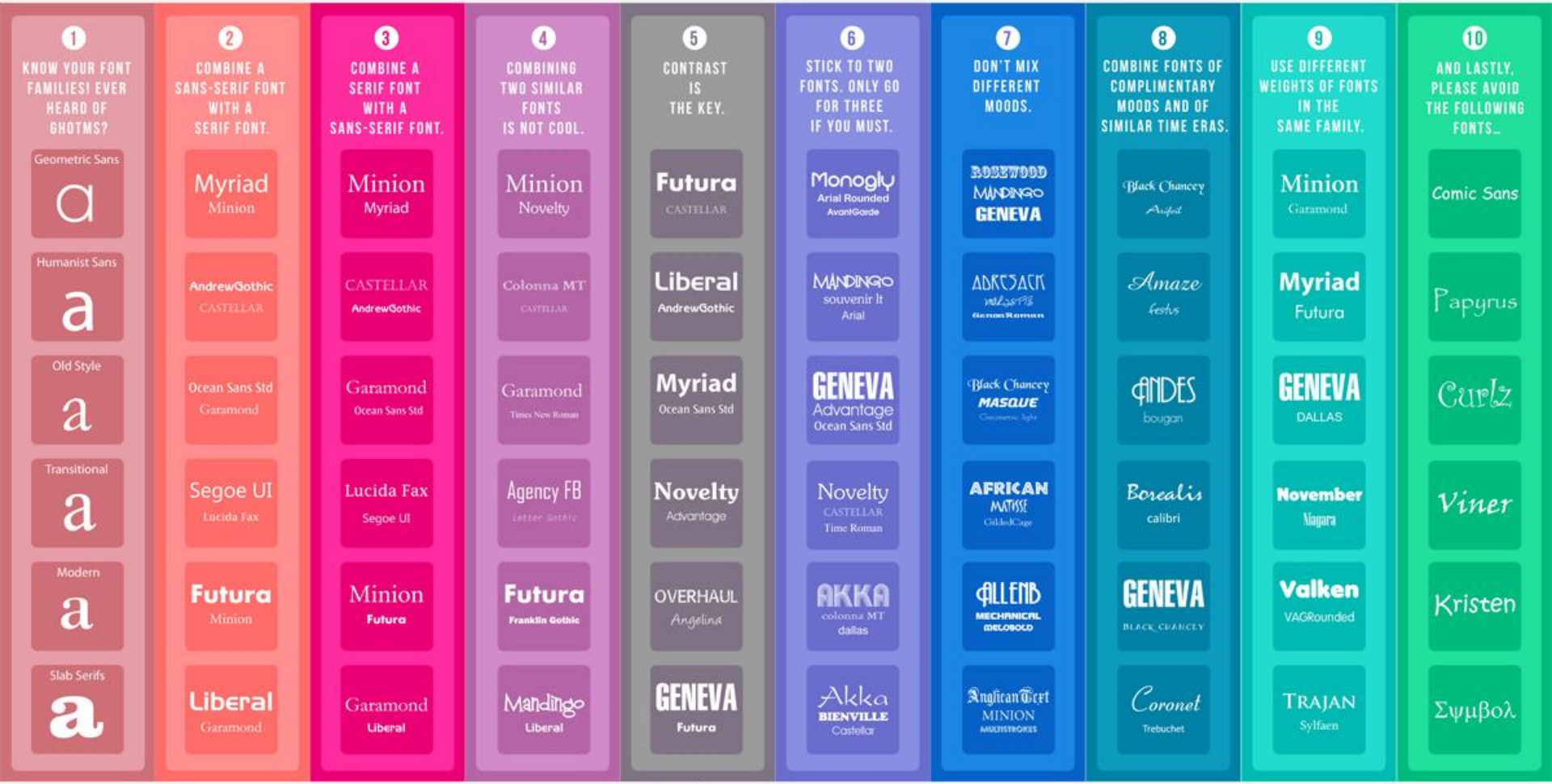


Image source: http://visual.ly/10-commandments-typography

Quick Tips:

Pay attention to tiny details: This can make the difference between graphic design work that is just acceptable or really good.

Make it legible: There is more to it than just choosing fonts and making copy look good It also makes layouts look good in an aesthetic way.

Keep learning more: Once you have these basics You can find lots of good quality typographic material online to help you learn more and improve your typography skills.

Explore typography as Art: Never feel you have to be confined by the structure of existing fonts. Expand on the font shapes to suit your needs. Try adding swirls, texture, blotches, spats, and anything else you can think of to spice up the look of the type.

Be Inspired!

Image source: http://paultheillustrator.deviantart.com/art/Times-Type-Factory-130458605

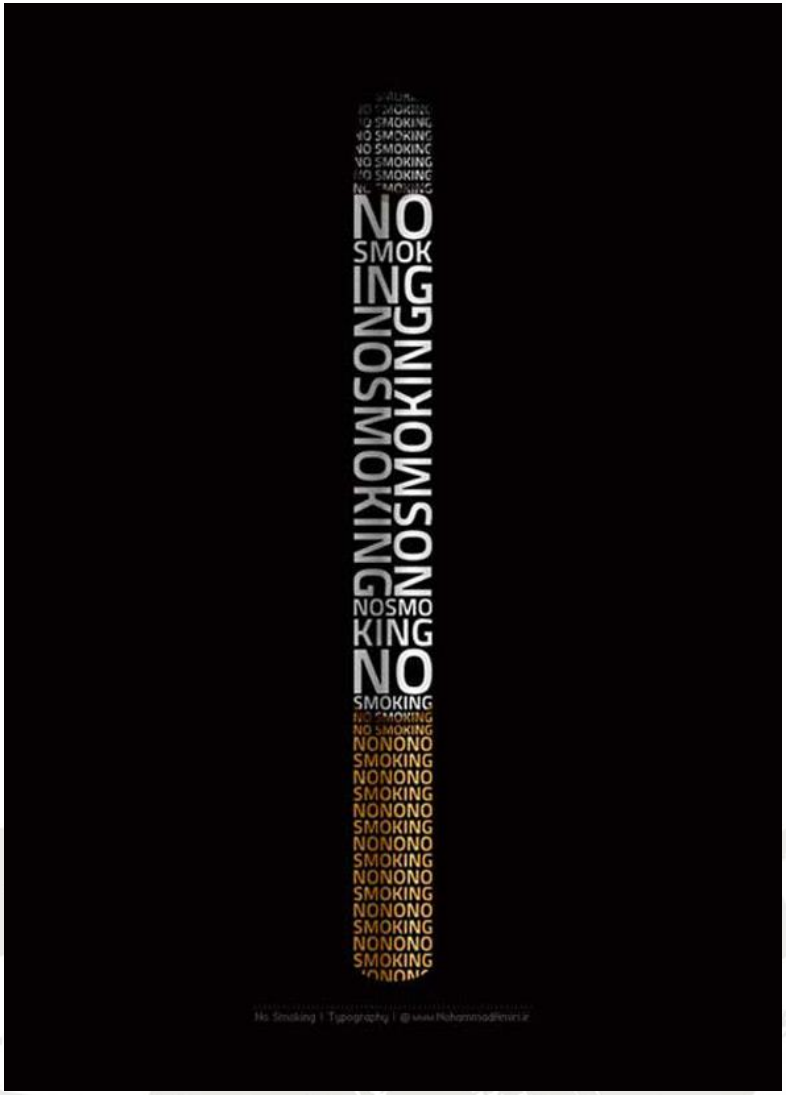
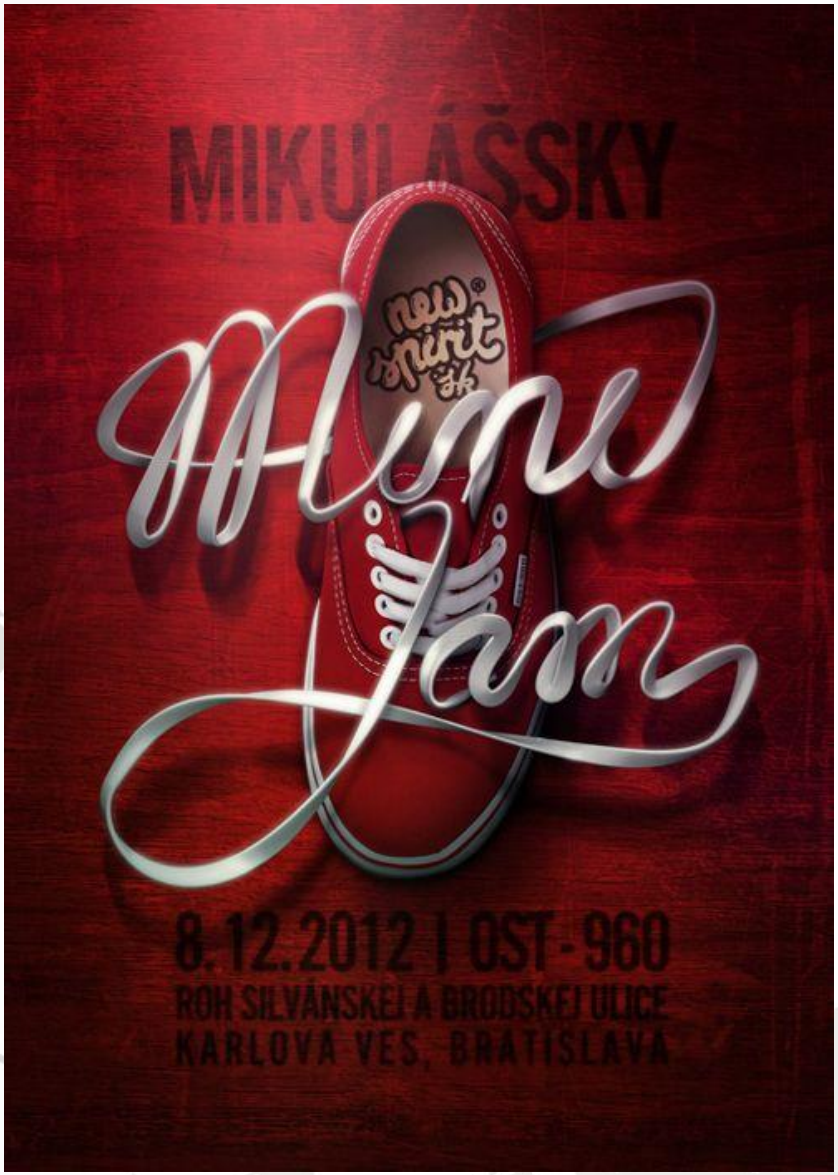


Image source: http://www.cssdesignawards.com/articles/50-ultra-creative-typographic-poster-designs/49/



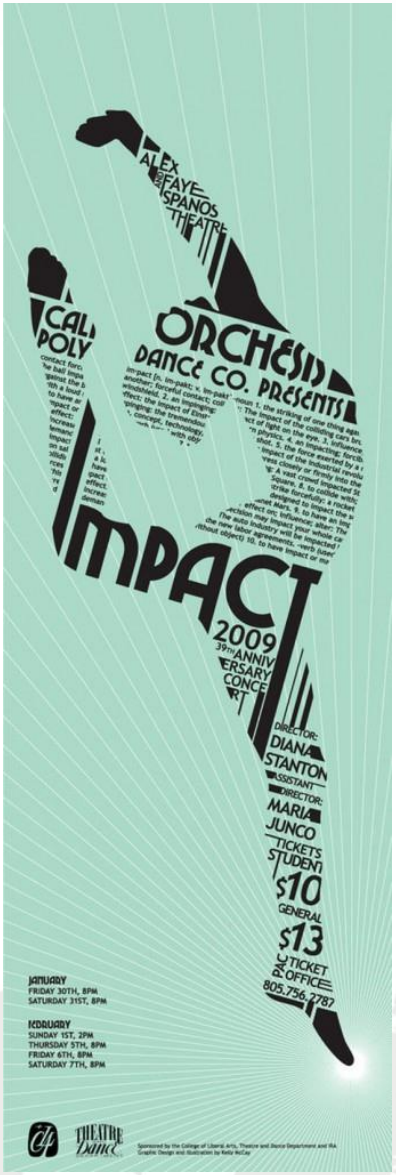


Image source: http://designshack.net/articles/inspiration/typographic-posters-100-stunning-examples/

Image source: http://www.fromupnorth.com/best-typography-of-2014/

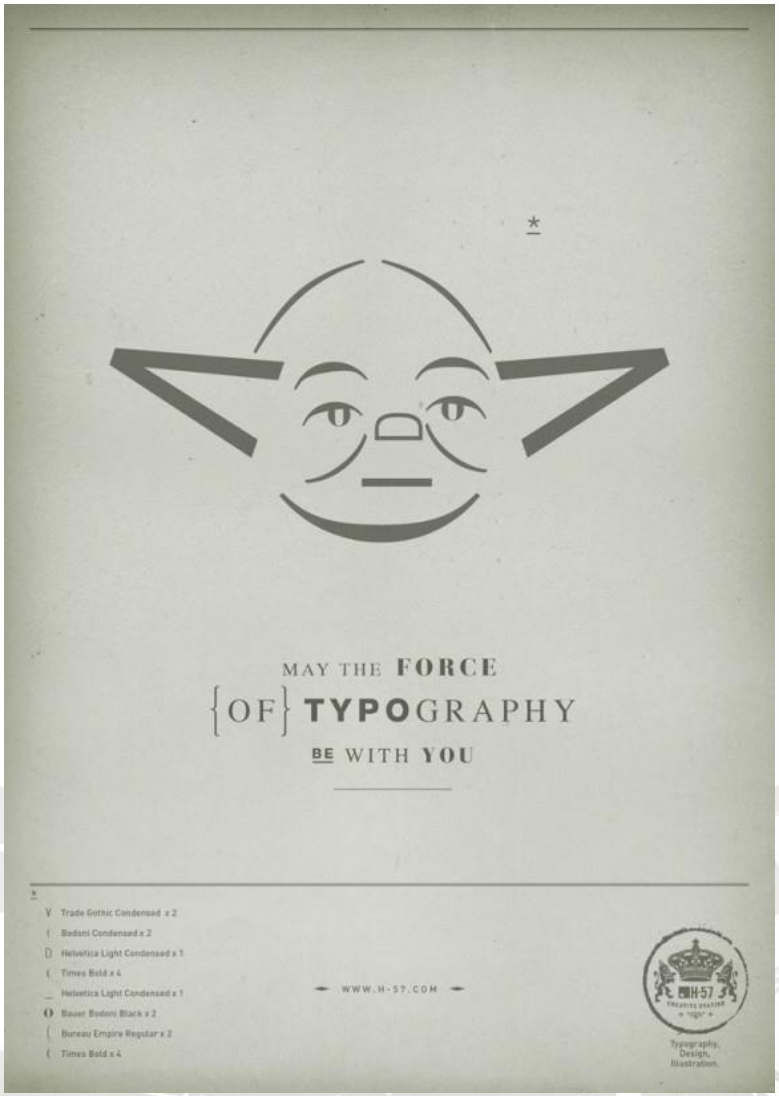


Image source: http://blog.kidrobot.com/may-the-force-of-typography-be-with-you/

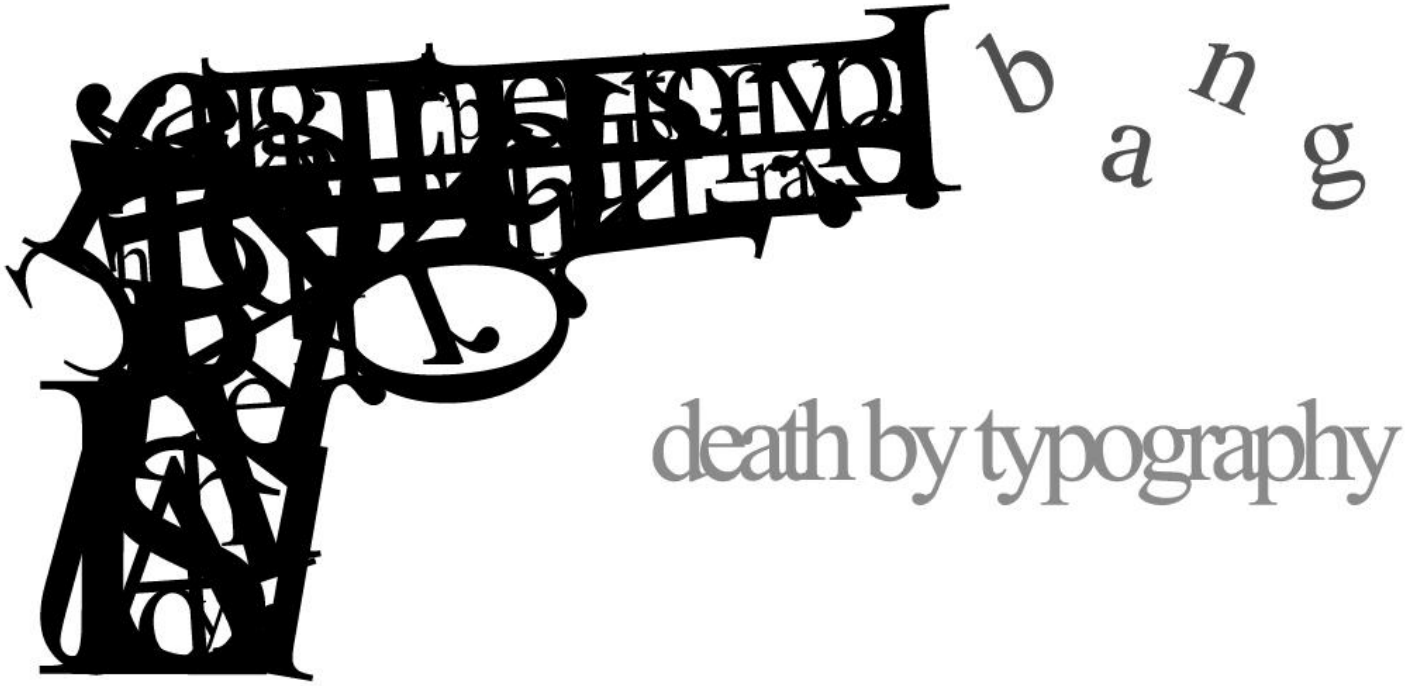


Image source: http://gcore.deviantart.com/art/Death-by-Typography-46884415

THE END.

THANK YOU

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http://www.urbanfonts.com/blog/2013/02/serif-vs-sans-the-final-battle/