

IT'S ALL ABOUT **TYPO**
GRAPHY

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OPQRSTUVWXYZ

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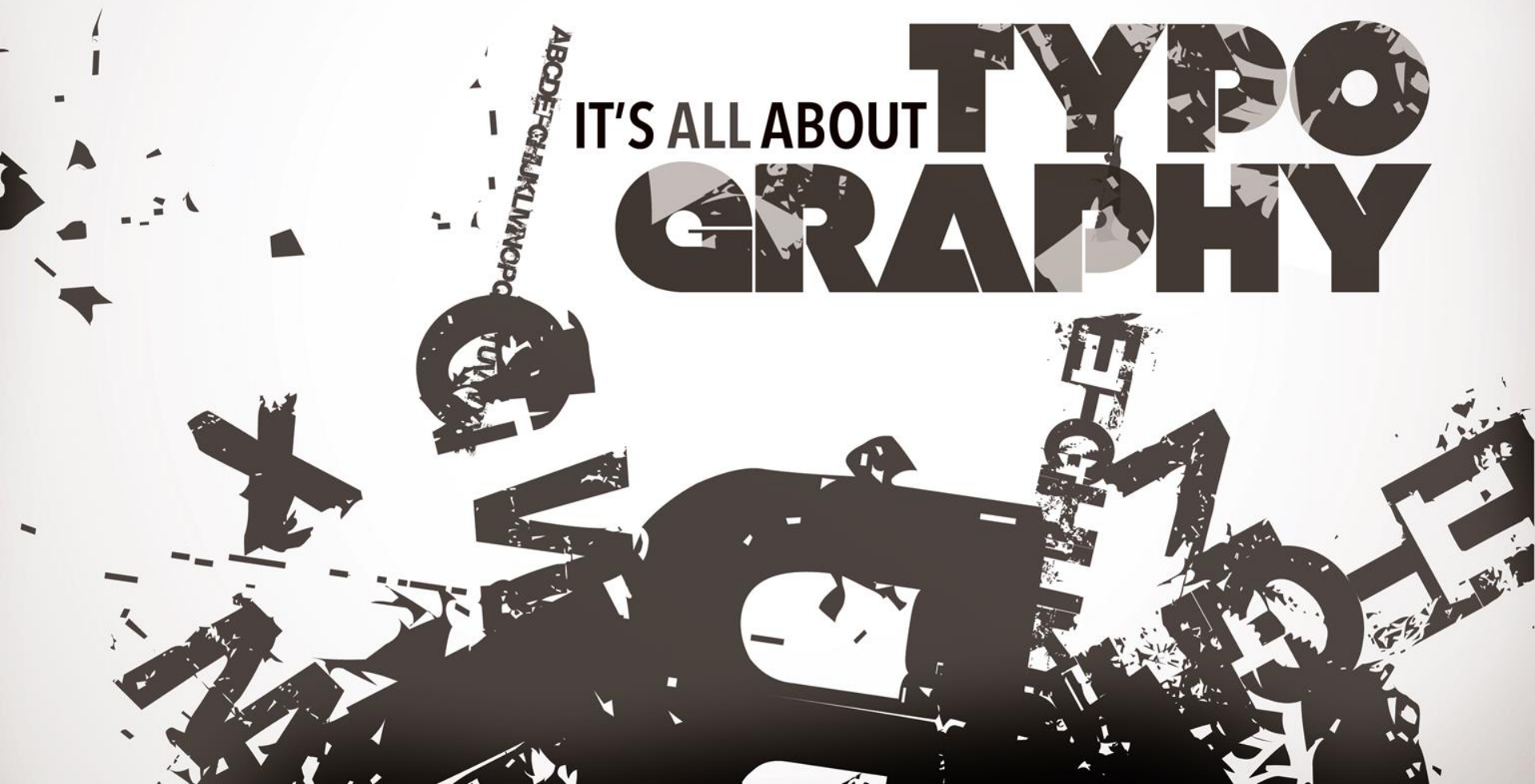
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BL**WHERE**

GOOD TYPOGRAPHY IS INVISIBLE /
BAD TYPOGRAPHY IS EVERYWHERE /

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).



SKYFALL

007™

ALBERT R. BROCCOLINI FOR PRODUCTIONS PRESENTS DANIEL CRAIG as 007 JAMES BOND™ in "SKYFALL"
JOVEY BARBERA BRADY FENNES NATALIE HARRIS REGENYUS HARLOWE with ALBERT FINNEY and JOJO WHILDEN as "M"
MUSIC BY ANDREW YOUNG COSTUME DESIGNER THOMAS HEYMAN EDITOR JAMIE TRAVAGLIA EXECUTIVE PRODUCERS STEWART SANDO, S.C.E. PRODUCED BY DENNIS GASKNER
WRITTEN BY ROGER BRIDGEMAN AND BOB CRAYFORD DIRECTED BY JOHN DAHLBOM
CASTING BY MICHAEL E. NELSON AND BARBARA BROCCOLINI
COLUMBIA PICTURES
#Skyfall

NOVEMBER 9



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)

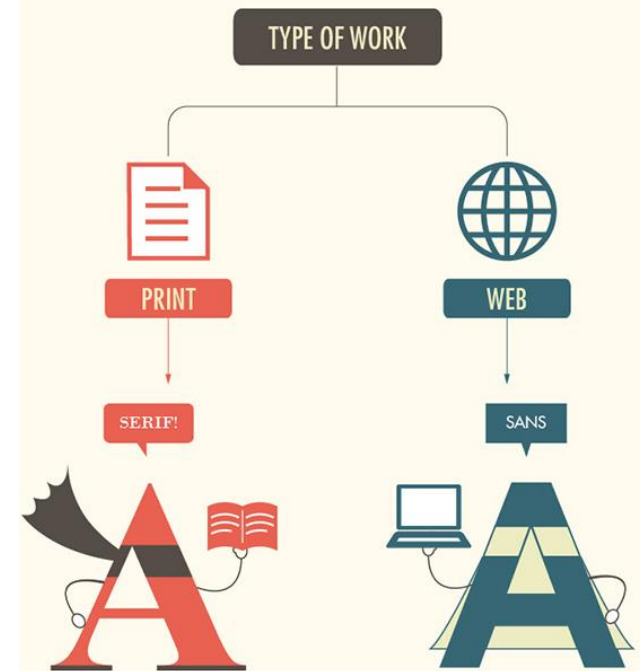
“Font” and “typeface” are *not* interchangeable.

Classifications:

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

Serif

Sans Serif



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.

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 B7*

DECORATIVE ROSEWOOD, STENCIL

ORNAMENT Σψμβολ, ϕ ϣ ■ γο ρ ϣ ■ γο ◆

...SPACING

Kerning:

The space between two letters

No kerning
↓
BATTLE

Custom kerning
↓
BATTLE

Tracking:

The space between words

No tracking
BATTLE

Custom tracking
BATTLE

Leading:

The vertical spacing between lines of text

Remember in high school when double-space your essays? Well, the terms “single-space” and “double-space” can also be called “leading,” which is the distance between the baselines.

Remember in high school when double-space your essays? Well, the terms “single-space” and “double-space” can also be called “leading,” which is the distance between the baselines.

12pt leading

30pt leading

Working with Typography in Photoshop and Illustrator

Photoshop Character Panel



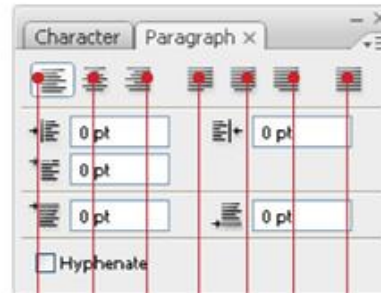
Kerning Font-size Tracking Leading

Illustrator Character Panel



Kerning Font-size Tracking Leading

Photoshop Paragraph Panel

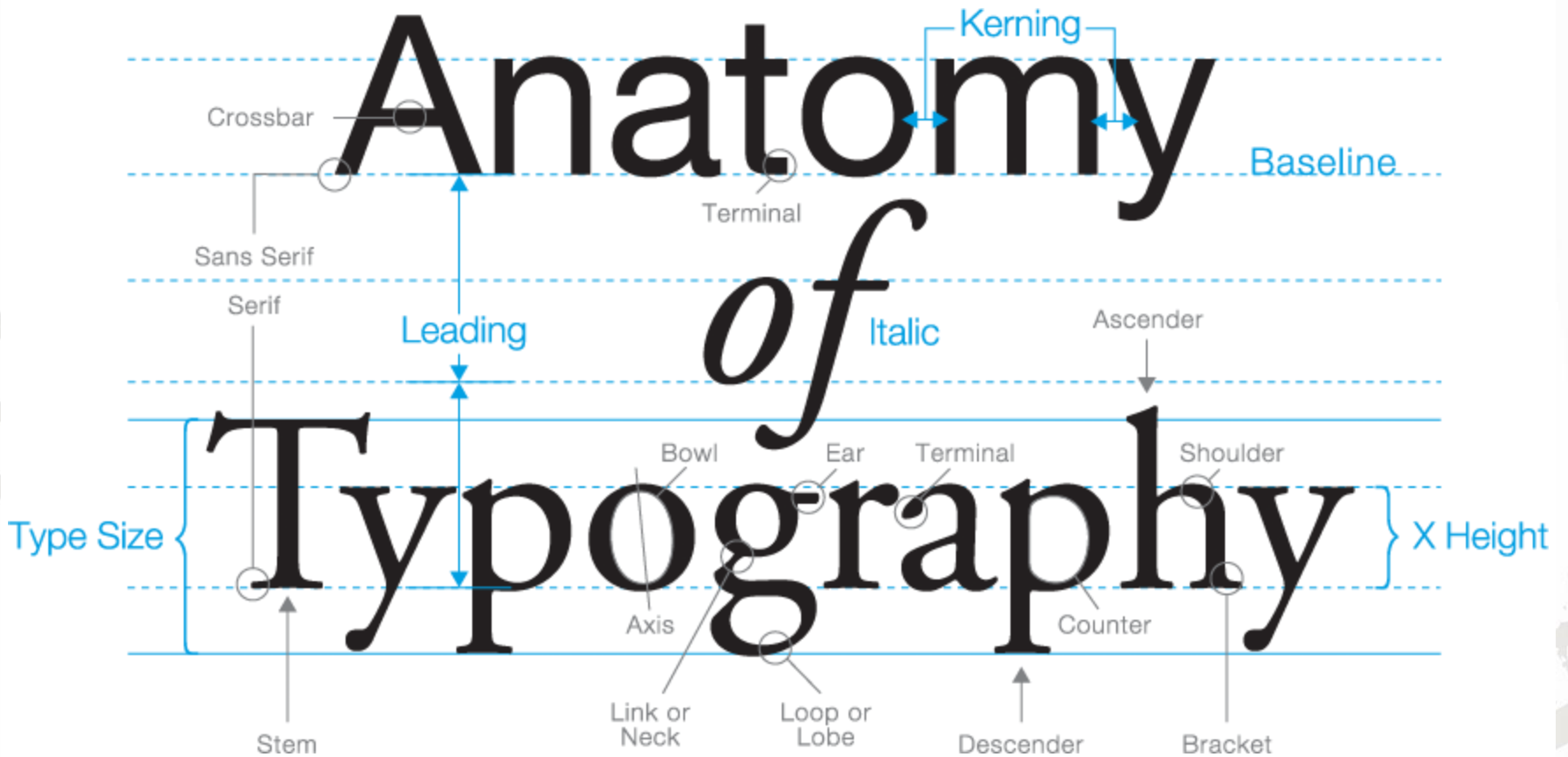


Flush left (ragged right) Centered Justify (last left) Justify (last center) Justify (last right) Justify (all lines) Flush right (ragged left)

Illustrator Paragraph Panel



Flush left (ragged right) Centered Justify (last left) Justify (last center) Justify (last right) Justify (all lines) Flush right (ragged left)



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

COMIC
SANS

Ruining PowerPoint
presentations since 1994.

FONTS DESIGNERS
**LOVE
TO HATE**

Creative
MARKET

Papyrus

That faux Egyptian look is SO
in right now.

FONTS DESIGNERS
**LOVE
TO HATE**

Creative
MARKET

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

Brush Script

curlz

Vivaldi

Courier



Lobster

The retro script that no amateur designer can possibly resist.

TRAJAN

THE FONT USED ON EVERY MOVIE POSTER, REGARDLESS OF GENRE OR TIME PERIOD.



Hobo

The Dukes of Hazzard called, they want their font back.

Zapfino

The font Zerro would use for his wedding invitations

FONTS DESIGNERS
**LOVE
TO HATE**

Creative
MARKET

BLEEDING COWBOYS

The world leader in unreadable album art and bad tattoos

FONTS DESIGNERS
**LOVE
TO HATE**

Creative
MARKET

Times New Roman

Nothing says "high school English paper" quite like Times New Roman

FONTS DESIGNERS
**LOVE
TO HATE**

Creative
MARKET

Arial

Helvetica's weird, ugly cousin

FONTS DESIGNERS
**LOVE
TO HATE**

Creative
MARKET

Helvetica

Ubiquity breeds contempt

FONTS DESIGNERS
**LOVE
TO HATE**

Creative
MARKET

Quick Note:

Howto
piss off
your
designer
friends
and give
them a
migraine.

Zag

IN GENERAL, TRY NOT TO USE
**MORE
THAN 3**
TYPEFACES
*in the same
design*

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

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

THE 10 COMMANDMENTS OF TYPOGRAPHY

<p>1 KNOW YOUR FONT FAMILIES! EVER HEARD OF GHOTMS?</p> <p>Geometric Sans a</p> <p>Humanist Sans a</p> <p>Old Style a</p> <p>Transitional a</p> <p>Modern a</p> <p>Slab Serifs a</p>	<p>2 COMBINE A SANS-SERIF FONT WITH A SERIF FONT.</p> <p>Myriad Minion</p> <p>AndrewGothic CASTELLAR</p> <p>Ocean Sans Std Garamond</p> <p>Segoe UI Lucida Fax</p> <p>Futura Minion</p> <p>Liberal Garamond</p>	<p>3 COMBINE A SERIF FONT WITH A SANS-SERIF FONT.</p> <p>Minion Myriad</p> <p>CASTELLAR AndrewGothic</p> <p>Garamond Ocean Sans Std</p> <p>Lucida Fax Segoe UI</p> <p>Minion Futura</p> <p>Garamond Liberal</p>	<p>4 COMBINING TWO SIMILAR FONTS IS NOT COOL.</p> <p>Minion Novelty</p> <p>Colonna MT CASTELLAR</p> <p>Garamond Times New Roman</p> <p>Agency FB Letter Gothic</p> <p>Futura Franklin Gothic</p> <p>Mandingo Liberal</p>	<p>5 CONTRAST IS THE KEY.</p> <p>Futura CASTELLAR</p> <p>Liberal AndrewGothic</p> <p>Myriad Ocean Sans Std</p> <p>Novelty Advantage</p> <p>OVERHAUL Angelina</p> <p>GENEVA Futura</p>	<p>6 STICK TO TWO FONTS. ONLY GO FOR THREE IF YOU MUST.</p> <p>Monogly Arial Rounded AvantGarde</p> <p>MANDINGO souvenir It Arial</p> <p>GENEVA Advantage Ocean Sans Std</p> <p>Novelty CASTELLAR Time Roman</p> <p>AKKA colonna MT dallas</p> <p>Akka BIENVILLE Castellar</p>	<p>7 DON'T MIX DIFFERENT MOODS.</p> <p>ROSEWOOD MANDINGO GENEVA</p> <p>ADRESACK villages Garamond</p> <p>Black Chuncy MASQUE Geometric light</p> <p>AFRIKAN MATISSE GildedCape</p> <p>ALLENB MECHANICAL MELOBOLD</p> <p>AnglicanText MINION MULTISTROKES</p>	<p>8 COMBINE FONTS OF COMPLIMENTARY MOODS AND OF SIMILAR TIME ERAS.</p> <p>Black Chuncy Aristof</p> <p><i>Amaze</i> festive</p> <p>ANDES bougain</p> <p><i>Borealis</i> calibri</p> <p>GENEVA BLACK CHUNCY</p> <p><i>Coronet</i> Trebuchet</p>	<p>9 USE DIFFERENT WEIGHTS OF FONTS IN THE SAME FAMILY.</p> <p>Minion Garamond</p> <p>Myriad Futura</p> <p>GENEVA DALLAS</p> <p>November Niagara</p> <p>Valken VAGRounded</p> <p>TRAJAN Syllaen</p>	<p>10 AND LASTLY, PLEASE AVOID THE FOLLOWING FONTS...</p> <p>Comic Sans</p> <p>Papyrus</p> <p>Curlyz</p> <p>Viner</p> <p>Kristen</p> <p>Συμβολ</p>
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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.

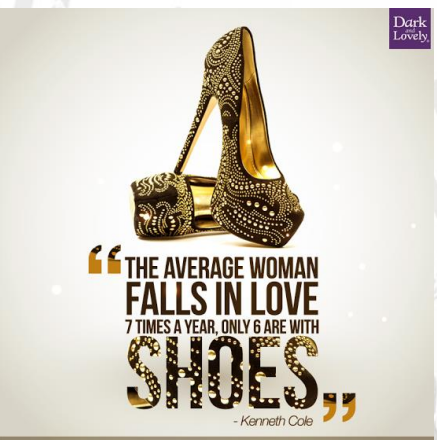
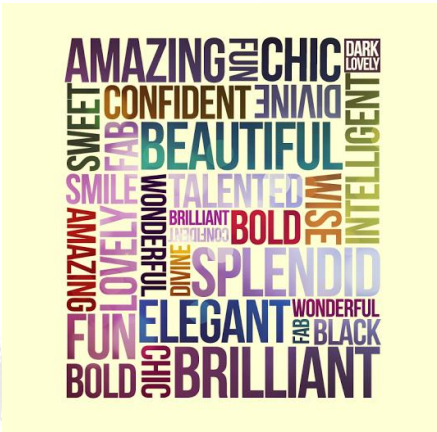
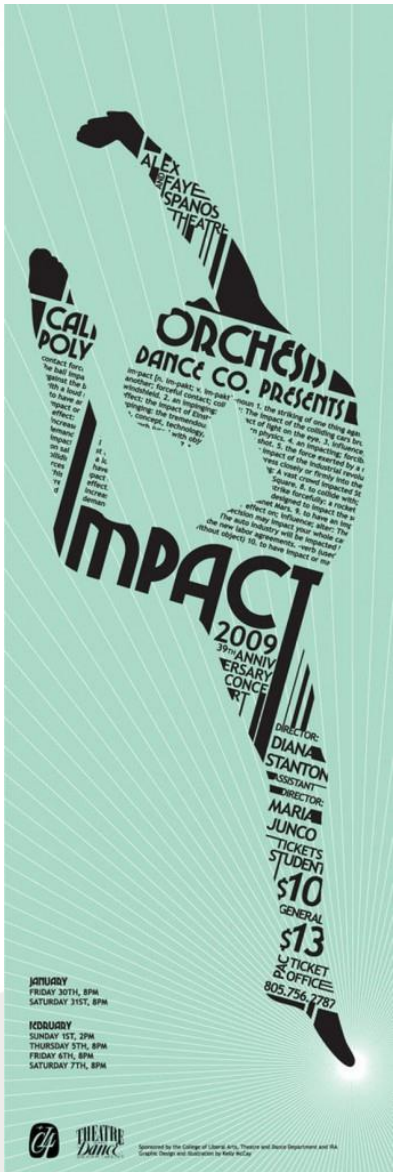
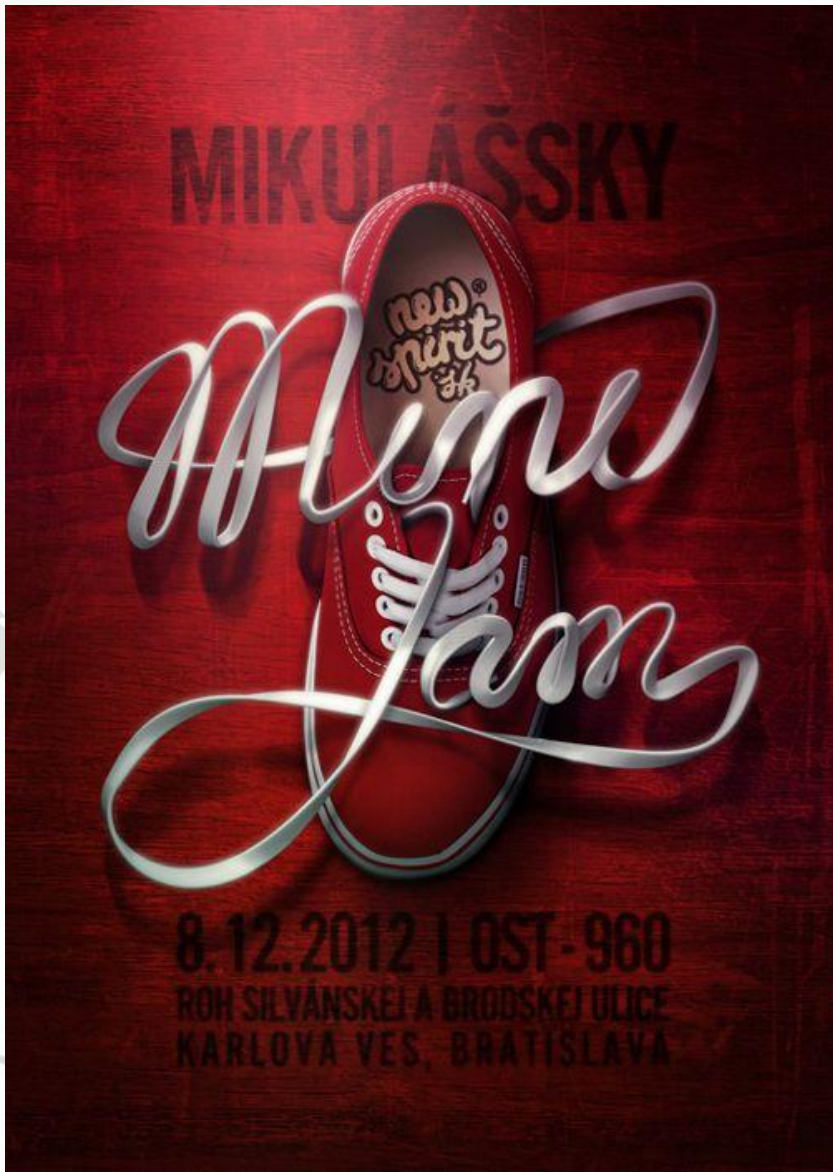


Image source: <http://designshack.net/articles/inspiration/typographic-posters-100-stunning-examples/>



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

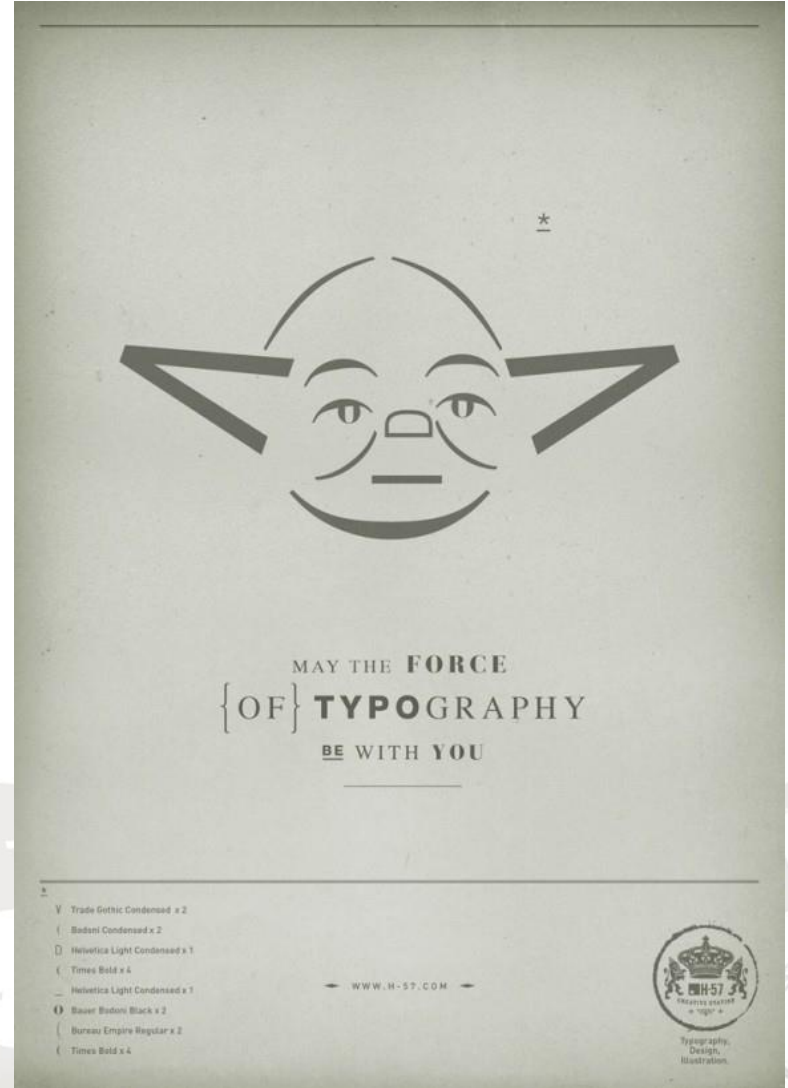


Image source: <http://blog.kidrobot.com/may-the-force-of-typography-be-with-you/>



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

THE END.

THANK YOU

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