PRINCIPLES OF TYPOGRAPHY

PRINCIPLES OF TYPOGRAPHY

- "Types of Type"
  - Display type
  - Body Type
  - Serif Typefaces
  - Sans Serif Typefaces
  - Specialty Type

PRINCIPLES OF TYPOGRAPHY

- Display Type
  - Larger type, 18 points and above
  - 18, 24, 30, 36, 48, 60, 72
  - Used in display pieces (posters, flyers, covers)
  - Also used in titles, headlines, and headings

  Dr. Codone is a Great Teacher! = 28 pts bold
 **Dr. Codone is a Great Teacher!** = 18 pts bold

PRINCIPLES OF TYPOGRAPHY

- Body Type
  - Classic size is 10 point
  - Also traditionally 9, 11, and 12 points
  - Used for large blocks of text
 - Enables reader to read easily

- Serif
  - Derived from ancient Roman letter carvings in stone in which engravers finished each stroke with a serif to correct unevenness in the baseline and cap height
  - Serifs are the finishing strokes at the top and bottom of a letter

Front   Back
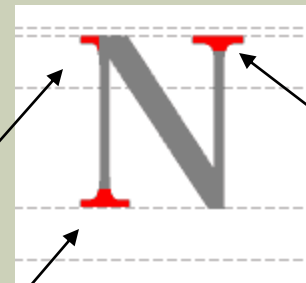
▪ Sans Serif

- Sans means "without" serifs
- Plain, unadorned letters
- Arial
- Think "Sans-A-Belt" pants
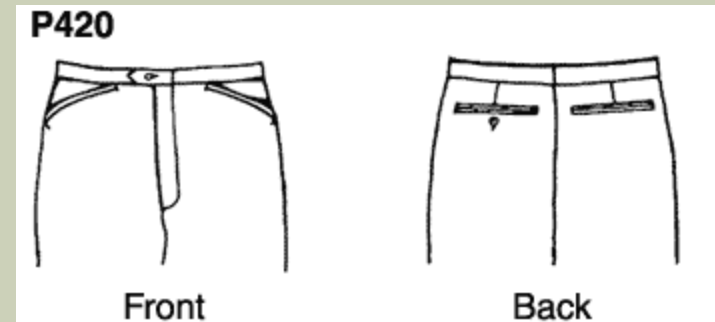
Hello
(Sans-Serif)

Hello
(Serif)

PRINCIPLES OF TYPOGRAPHY

- **Specialty Typefaces**
  - *Script -- imitate calligraphy*
  - Comic Sans
  - Novelty
  - **Special Sets (Wingdings, etc)**
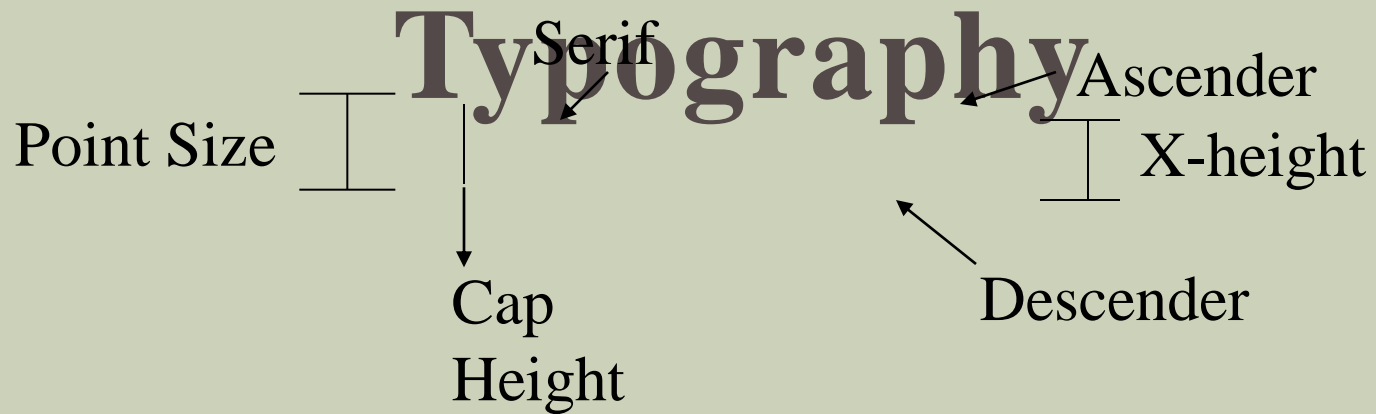   - ♋♎♐♋♎♐♎♋♎♋♎♐♎♋♑♦♒♦

PRINCIPLES OF TYPOGRAPHY

- Type Families
  - Those fonts with variations -- all in the same family
    - Helvetica
    - Helvetica Bold
    - Helvetica Narrow
    - Arial
    - Arial Bold

- **Anatomy of Type**

Typography
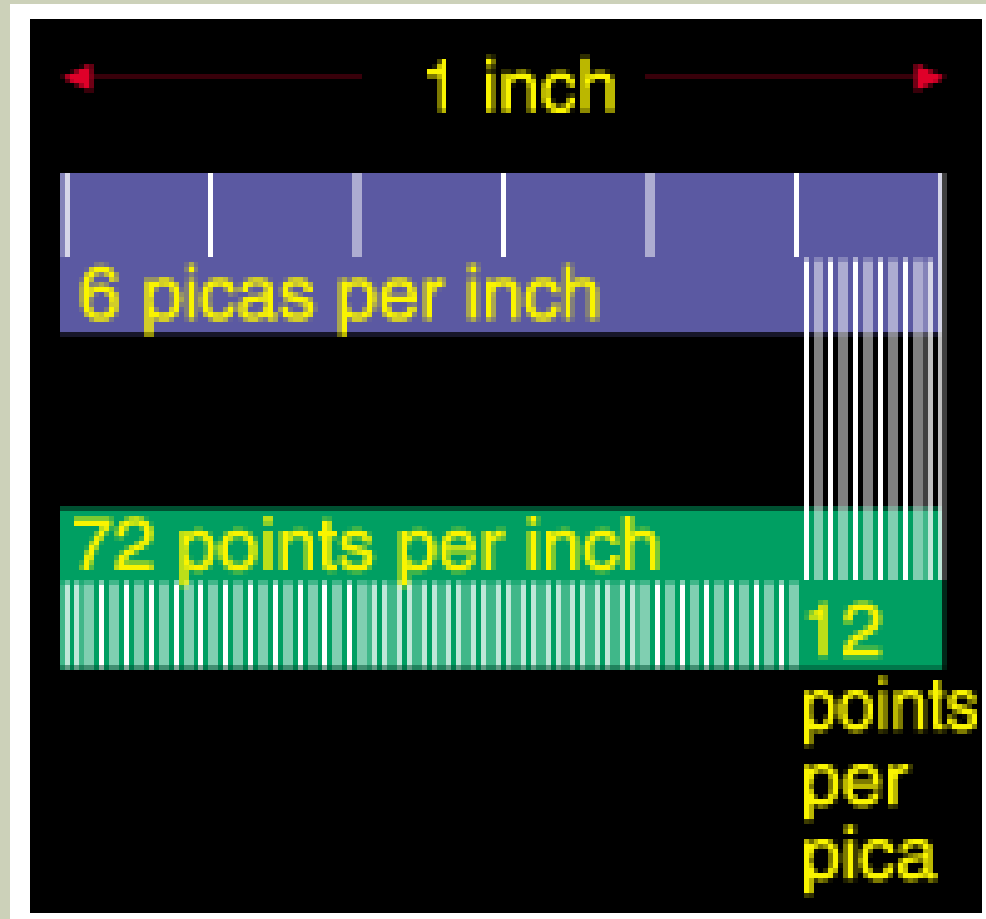
Point Size

Serif

Ascender

X-height

Cap
Height

Descender

TYPE SIZE

- Points vs. Picas
  - Type size is measured in points
  - 72 points per inch
  - 72 points is not quite 1 inch high, but close
  - 12 points in a pica; 6 picas to an inch, 72 points per inch
  - pts (points), pi (pica)
  - InDesign uses picas or inches

http://www.sallygentieuwelch.com/pixelart/picas.gif

TYPE STYLE

- Type Style
  - **Bold**
  - Roman (normal)
  - *Italic*
  - <u>Underline</u>
  - Outline
  - Shadow
  - **Emboss**

TEXT ALIGNMENT

- **Text Alignment**
  - Flush left (ragged right)
  - Justified
  - Centered
  - Flush right (ragged left)

TEXT ALIGNMENT

This is flush left; notice the ragged right edge. Flush left is the most common alignment. This is easier to read and maintains the word spacing and letterspacing intended by the designer of the typeface.

TEXT ALIGNMENT

This is justified text; notice the text is even at the right and left. White space is evenly distributed between words and sometimes between characters. Sometimes words are unevenly spaced and there are "rivers and lakes" of white space.

TEXT ALIGNMENT

This is flush right; notice the ragged left edge. Flush right should be used only in small blocks and in a contoured shape.

TEXT ALIGNMENT

This is centered text. Extra white space is distributed evenly at the left and right sides of the copy. This should be used only in small blocks, since it is not easy to read. The shape should be contoured; if not, it may just look like improper indentation.

TEXT ALIGNMENT

- Text Indentation
  - First line
  - Hanging indent

    What is a hanging indent? Well, I'm happy to tell   you. A   hanging indent is where the top line is flush left, but   the lines below are indented, just like this .

  - Full indent

PRINCIPLES OF TYPOGRAPHY

- Other Important Items
  - **Widows** -- single, incomplete line at top of a page or column
  - **Orphans** -- same thing at the bottom of page
  - **Leading** -- vertical space b/w lines of type
  - **Kerning** --reduction of horizontal space between characters for a better fit
  - **Tracking** -- uniform reduction of space between all characters in a line

Leading

Tracking

Kerning

PRINCIPLES OF TYPOGRAPHY

- *Always Safe* -- use only one typeface, with variations in style and size
- *Usually Safe* -- use sans serif display with serif body type
- *Take Your Chances* -- using both sans serif and serif display and body type
- *Rarely Effective* -- using two very similar or very dissimilar typefaces

PRINCIPLES OF TYPOGRAPHY

- Selecting Type to Match the Job
  - Typeface must be compatible with the message
  - Type can be feminine, masculine, friendly, harsh, elegant, delicate, etc
  - Start by choosing Times Roman for formal serif applications and Helvetica (Arial) for informal content.

STEP-BY-STEP DESIGN PLANNING

- **Rule of Three**
  - Three colors
  - Three typefaces (2 in the same family)
  - Three type sizes:
    - One size and color for 2/3 of the layout
    - One size and color for 2/3 of the remaining 1/3
    - Accent color and size for the remaining 1/9

www.dafont.com

STEP-BY-STEP DESIGN PLANNING

- Pre-design planning
  - Determine objectives of the design project
  - Consider the audience(s)
  - Consider elements to be included
  - Think about how to project the most appropriate image by your design

STEP-BY-STEP DESIGN PLANNING

- Creating Thumbnails
  - Draw thumbnail sketches by hand
  - Use post-it notes!
  - Or, use Powerpoint or PageMaker to draft thumbnails

STEP-BY-STEP DESIGN PLANNING

- Create your Design using software
  - Margins
  - Hierarchy -- determine relative importance of each element; focus on top two priority items to help create contrast

STEP-BY-STEP DESIGN PLANNING

- Proportion -- size of the width to the size of the height
- Uneven proportions are more aesthetically pleasing than even
- 8 1/2 x 11 is of uneven proportion
- Keep unequal proportion in mind when positioning page elements; for example, never divide a layout in half by vertically centering a title

STEP-BY-STEP DESIGN PLANNING

- Golden Mean

Not the Golden Mean!

The Golden Mean!

The Golden Mean!

STEP-BY-STEP DESIGN PLANNING

- Unity -- ensure no elements appear isolated or look as though they are floating in space; use borders, lines, etc to unify the layout.

STEP-BY-STEP DESIGN PLANNING

- Use Grids to help design your page
  - Grids bring order & consistency
  - Grids form a graphic backbone
  - Grids establish a logical page layout

Three Column Grid

Two Column Grid

QUESTIONS?