

Graphic Design week 2

Aye Myat Thaw Tar Oo

13.9.2020

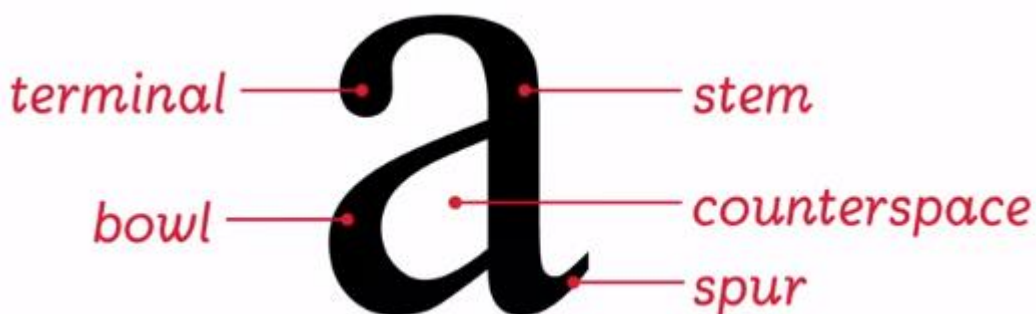
Graphic design ဆိုတာ စကားလုံးတွေ၊ ပုံတွေနဲ့ communicate လုပ်တာဖြစ်တယ်။

Typography

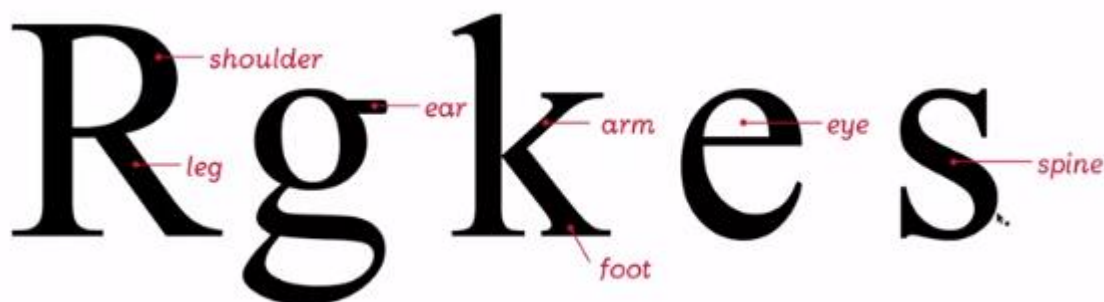
Typography ဆိုတာ စကားလုံးတွေနဲ့ communicate လုပ်တာဖြစ်တယ်။

The Anatomy of letter

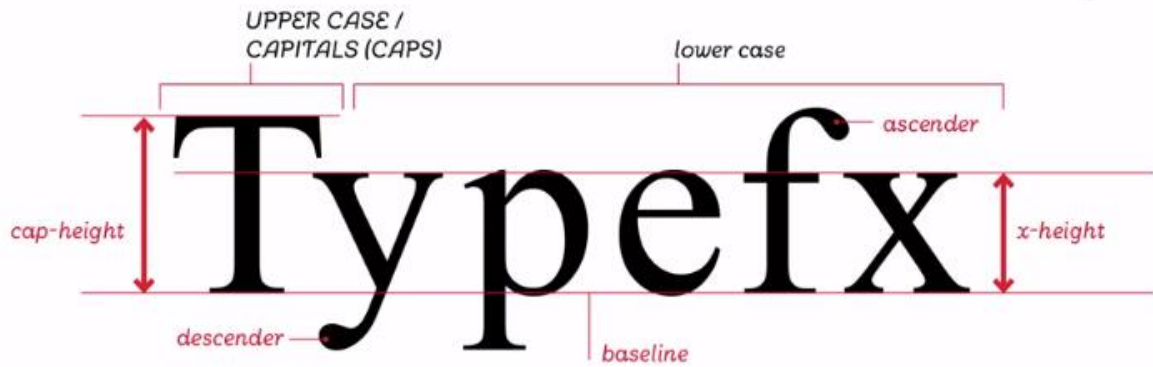
Letter တွေက stroke တွေနဲ့ ဖွဲ့စည်းထားတယ်။ ဒီ 'a' letter မှာဆိုရင် stroke ၂ခု ရှိတယ်။ letter form တွေမှာ letter ရဲ့အမျိုးမျိုးသော အစိတ်အပိုင်းတွေကို ပြဖို့အတွက် သူတို့ရဲ့ထူးခြားတဲ့ ပုံစံတွေရှိကြပါတယ်။ ဒီ letter 'a' ရဲ့ anatomy ကို လေ့လာကြည့်ရအောင်။ 'a'မှာ stem လို့ခေါ်တဲ့ vertical stroke နဲ့ bowl လို့ခေါ်တဲ့ stroke ဆိုပြီး ၂ပိုင်း တွေရတယ်။ terminal ရယ်၊ space လိုဖြစ်နေတဲ့ counterspace ရယ်၊ အမြီးပိုင်း spur ရယ် ဆိုပြီးလည်း တွေရတယ်။



Typography တော်တော်များများက human body ကို အခြေခံထားတယ်။

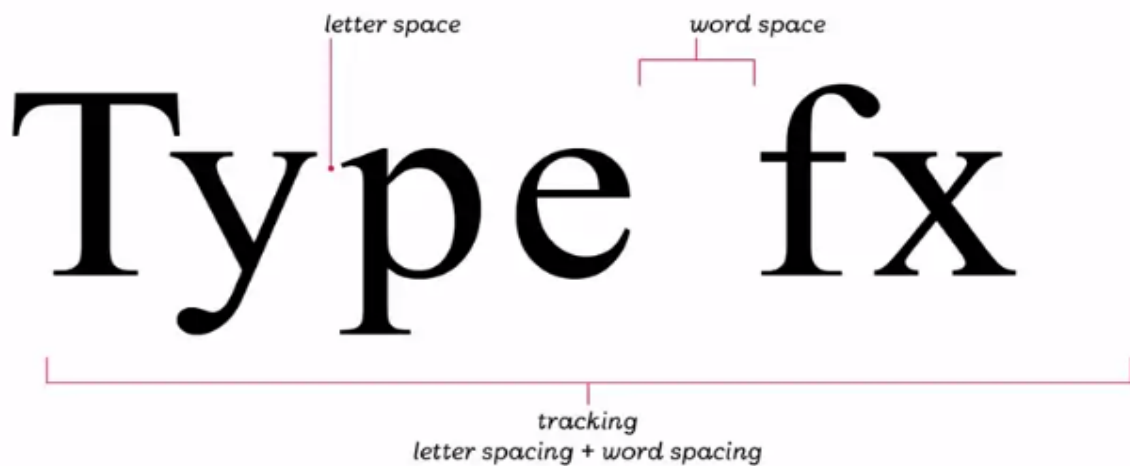


Single letterform လေးကို ကြည့်ရအောင်။



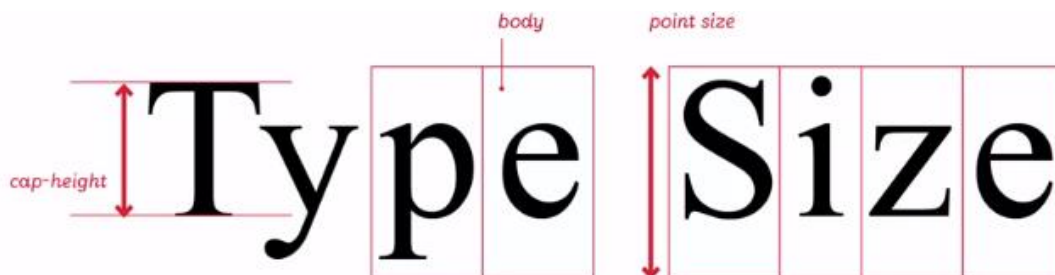
Typography တော်တော်များများက dark နဲ့ light ကြားက contrast တွေနဲ့ ဆက်စပ်တယ်။

Typography မှာ **space** တွေက အရေးကြီးတယ်ဆိုတာ သိသင့်ပါတယ်။ letter တွေကြားမှာ ရှိတဲ့ space ကို letter space or kerning လို့ခေါ်တယ်။ word တွေကြားမှာ ရှိတဲ့ space ကို word space လို့ခေါ်တယ်။ letter space ရော word space ရော ပေါင်းထားရင် tracking လို့ခေါ်ပါတယ်။



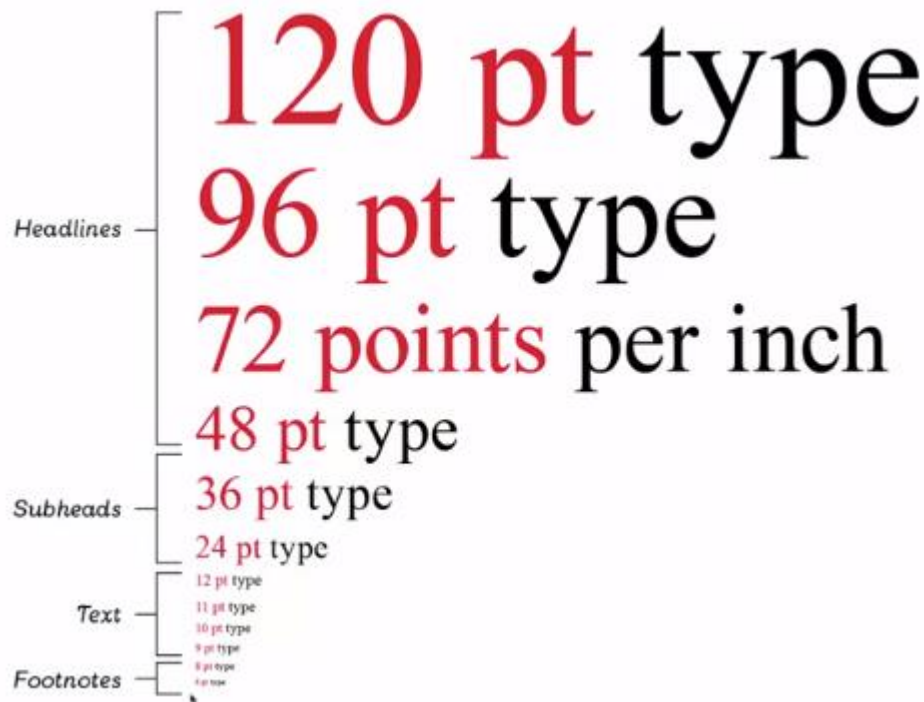
Letter space နဲ့ word space ကို ဘယ်လိုထားရမလဲဆိုရင် အရမ်းမကပ်လွန်း၊ အရမ်း မခွာလွန်းတဲ့ ပုံစံထားရမယ်။ အရမ်းကပ်ရင် ဖတ်ရခက်တယ်၊ အရမ်းခွာရင် loose ဖြစ်နေပြီး ကြည့်မကောင်းပါဘူး။

Type Size ကို ဘယ်လိုတိုင်းပြီး ဘယ်လိုထားမလဲ?



72 points per inch

ပုံမှန်အားဖြင့် 72 ထားကြပါတယ်။ အောက်ပါပုံကိုကြည့်ပြီး type size ဘယ်လိုထားတယ်ဆိုတာ လေ့လာကြည့်ပါ။



A sample page layout titled "How to Set Type" by Michael W. The page is divided into sections for different text elements, with corresponding type sizes listed to the right:

- Headlines:** How to Set Type
- Subheads:** by Michael W.
- Text:** How can you possibly decide what makes good typography? Does your criteria center around a style you like? Or just what is new, what you think is cool? Is good typography purely functional, achievable? Suavely neutral? Is good typography experimental? Full of energy and expression? How do you know? Really (really?).
- Footnotes:** The term good is highly subjective. It's a loose, lazy, flabby term that more often than not should be eradicated, and something more thoughtful put in its place. Its just too vague, there's too many variables, too many things it can mean. Yet there are ways to break down typography to figure out if it is good or not.

Typography is made up of many aspects, so you can begin by breaking it down into more concrete criteria for judgment. To start, typography is a "translatory" craft, the typographer uses letterforms

1. A man writes into a hat with a condensed sans serif. The business is "Why the long hair?"

Typesetting Text

Text တွေကို ဘယ်လိုနေရာချမလဲကြည့်ရအောင်။ justified လား၊ range left (rightလိုလည်းခေါ်) လား စသဖြင့်ပေါ့။

by Michael W.

How can you possibly decide what makes *good* typography? Does your criteria center around a style you like? Or just what is new, what you think is cool? Is good typography purely functional, invisible? Suavely neutral? Is good typography experimental? Full of energy and expression? How do you know? Really (really?).

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1. A man walks into a bar with a condensed can of beer. The barman asks "By the long bar?"

JUSTIFIED TEXT

12 to 15 words, 60 to 70 characters

LINE LENGTH / MEASURE

RANGE LEFT TEXT

9 to 12 words, 60 to 70 characters

LINE LENGTH / MEASURE

Leading နဲ့ text size ချိန်နည်းကြည့်မယ်။

Leading ဆိုတာ baseline တစ်ခုနဲ့ တစ်ခုကြား space ဖြစ်တယ်။

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Text size 9 တူတူပဲ ထားပြီး leading ပြောင်းထားကြည့်တဲ့ ပုံပုံကို ယှဉ်ကြည့်ပါ။

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9 ON 9 POINT

9 ON 16 POINT

Text size နဲ့ leading ကို တူတူထားရင် စာလုံးတွေက အရမ်းကြပ်သွားတယ်။ အဲဒါကို solid ထားတာလို့ခေါ်တယ်။ Text size နဲ့ leading အရမ်းကွာရင်လည်း စာလုံးကျဲသွားတာကို တွေ့ရပါတယ်။

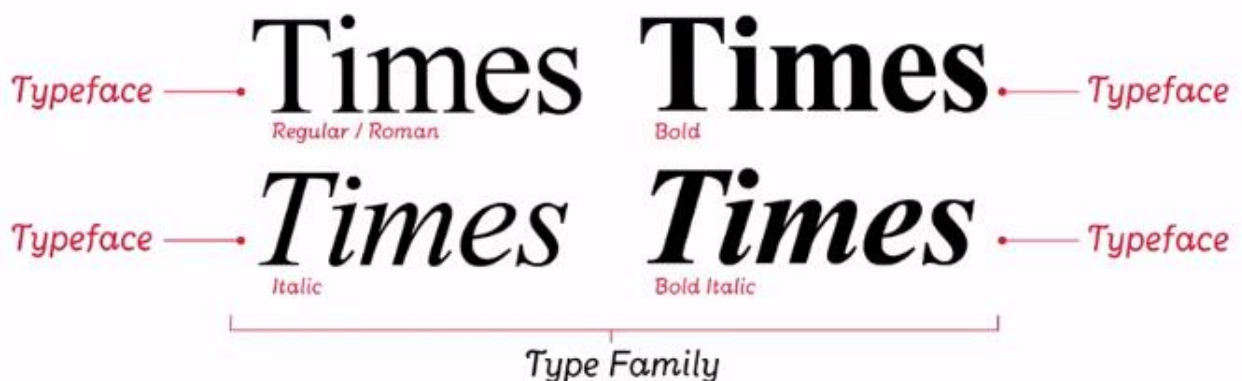
စာလုံးကျဲလား ကပ်လား သိသိသာသာ ကြည့်ချင်ရင် select မှတ်ပြီးကြည့်နိုင်တယ်။

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ဒါဆို အရမ်းကျဲတယ်။

Typeface



Font vs Typeface

Typeface က အပေါ်ကပုံအတိုင်း Times bold, Times Italic အဲဒါတွေဖြစ်တယ်။ Font က typeface ရော size ရောပေါင်းထားတာကို ခေါ်တယ်။ 72pt Times bold ဆိုရင် font ဖြစ်တယ်။

Serif နဲ့ Sans Serif ကွာခြားပုံ

Serif

Sans Serif

Typeface Categories

Serif ရဲ့ categories ၄ ခု

Old Style → Oo Plantin
limited contrast between thick and thin strokes

Transitional → Oo Baskerville
slightly more contrast between thick and thin strokes

Modern → Oo Bodoni
straighter serifs, extreme contrast between thick and thin strokes

Egyptian → Oo Rockwell
no contrast between thick and thin strokes, or serifs

San serif ရဲ့ အဓိက categories ၃ ခု

Grotesque → Oo Akzidenz
simple, slightly irregular forms, even stroke

Geometric → Oo Futura
round "o", geometric, modular letterforms

Humanist → Oo Meta
stroke shows sign of handwriting or pen strokes

Weight and Width

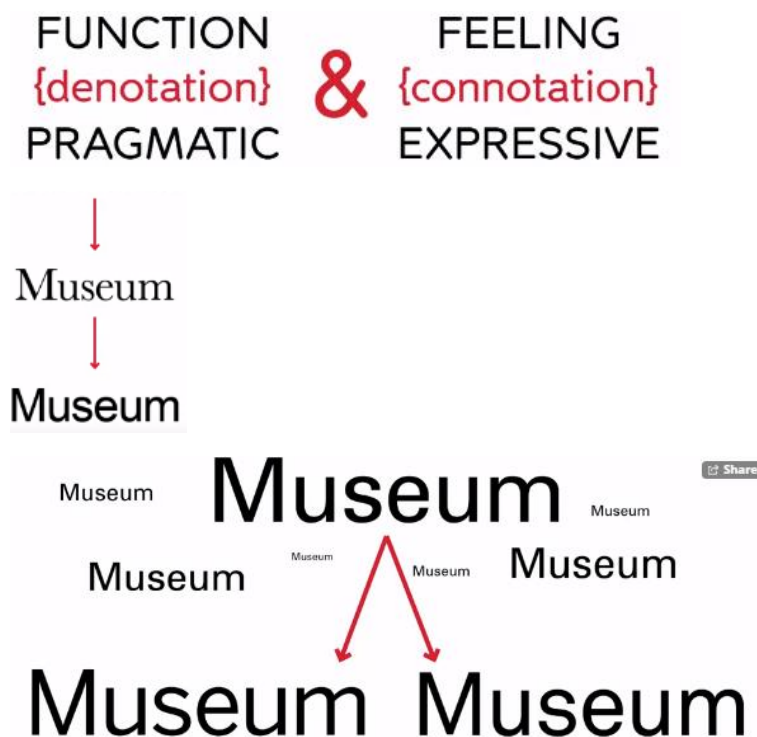


How to read Typography?

Denotative က typography ရဲ့ technical ကျကျ၊ function ကျကျ အပိုင်း ဖြစ်ပြီး

Connotative က typography ရဲ့ feeling၊ emotive ကျတဲ့ အပိုင်းဖြစ်ပါတယ်။

Denotation in Type



Museum Museum

sem

ဘယ်ဘက်က Museum က အနက်ကွပ်ထားပြီး ညာဘက်က Museum က အနီကွပ်ထားတာဖြစ်တယ်။ typeface 2ခုက တူတယ်ထင်ရပေမယ့် ကွဲနေတာကို တွေ့ရလိမ့်မယ်။

Connotation in Type

FUNCTION {denotation} PRAGMATIC & FEELING {connotation} EXPRESSIVE

John Painterman

(john က ရိုးရိုး painter တစ်ယောက်ဖြစ်တယ်)

John Painterman

ခွဲသူ calligrapher တစ်ယောက် ဖြစ်နိုင်တယ်

(john က painter အစား လက်ရာမြောက်တဲ့ art

JOHN PAINTERMAN

(john က gardener ဖြစ်ဖို့များတယ်)

John Painterman

(john က modern painter ဖြစ်မယ်)



John Painterman

(John ရဲ့ paintings တွေက light and clean

ဖြစ်လိမ့်မယ်။)

Connotation မှာ words တွေဖတ်တာအပြင် form ကိုလည်း ဖတ်ရမယ်။ စကားလုံးအရ ဘာလိုပုံစံကို ရည်ညွှန်းတယ်ဆိုတာကိုပါ ထည့်ဆွဲရတယ်။

ARCHITECTURE Architecture archiTecTure archiTecTure

Architecture Architecture ARCHITECTURE ARCHITECTURE

Architecture ARCHITECTURE
ARCH
ITEC
TURE
ARCH
ITEC
TURE

ဥပမာ- ARCHITECTURE ဒီပုံဆိုရင် build သဘောကို ထည့်ဆွဲထားတယ်။

Looking at Letterforms

American style business card's size = 3.5 in x 2 in

Business card ဆွဲရင် name, email, phone, monogram ပါရမယ်။

M နဲ့ W ကို တွဲရေးနည်း idea လေးတွေ ကြည့်ရအောင်-

M
W

MW

M
W

MW

MW

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MW

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MW

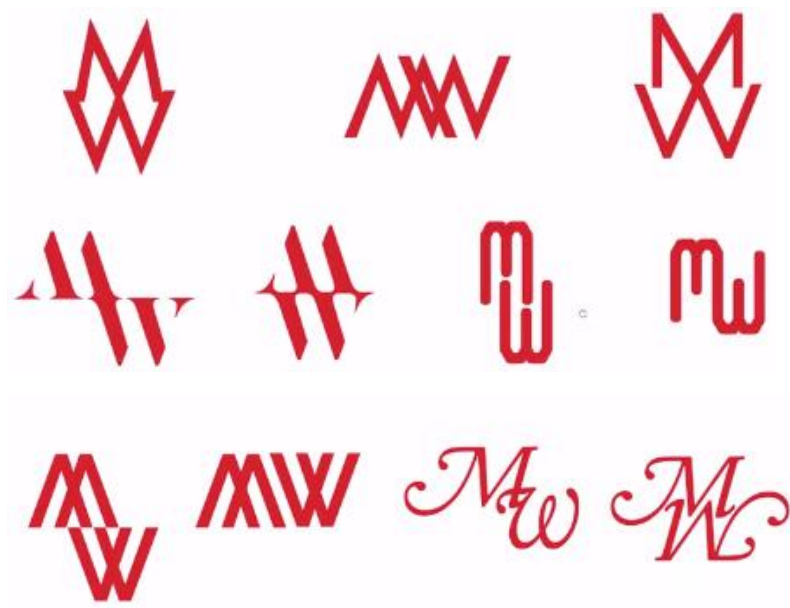
MW

MW

M
W

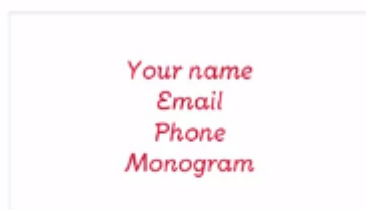
mw

mw



Business card ဆွဲရင် စဉ်းစားရမည့်အချက်များ

1. Typeface choice
2. Alignment
3. Position
4. Scale
5. Angle



Michael Worthington
 michael@counterspace.net
 555 555 3824

Typeface
Choice

Michael Worthington
michael@counterspace.net
555 555 3824

MICHAEL WORTHINGTON
MICHAEL@COUNTERSPACE.NET
555 555 3824

Alignment



Michael Worthington
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Position



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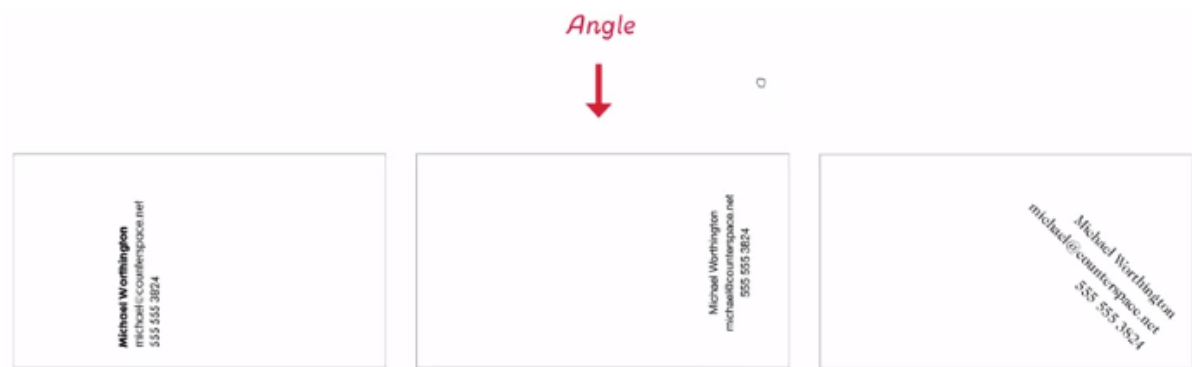
Scale



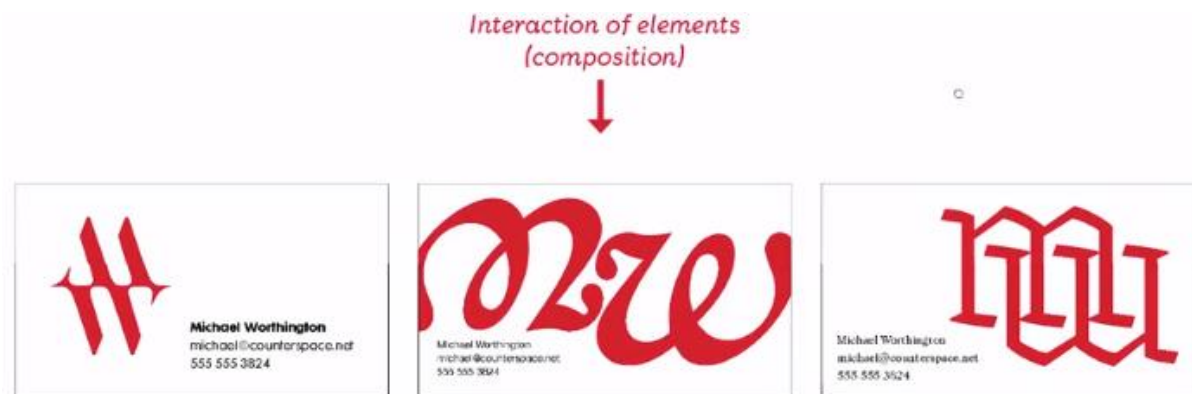
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Monogram ထည့်ရင် position, scale, angle ကြည့်ရမယ်။



Static composition, active
scale/weight contrast



Extreme scale contrast



Experiment!



