Serif, good for tradition projects, commonly used in print publications like magazines and newspapers

Sans serif (French for w/o serif) clean and moder, easier to read on computer screens, including smartphones and tablets

Display: many different styles, best for small amounts of text like titles or headers

The 4 corners of what text say beyond the page are

|  |  |
| --- | --- |
| Casual  Kristen ITC  Papyrus  Curlz | Nuetral |
| Exotic | Graphic |

Think about your message and pick a font that fits

Be aware of fonts that are outdated and overused

Look for fonts with similar look and feel, that are less likely to detract from your message

Less is more (1 or 2 per project) but use size, weight, or style for contrast

Opposites attract:

Ex: short and tall, san serif and serif, decorative and simple

Learn about the following for advanced designing:

**Hierarchy:** guides readers eye, shows where to begin and where to end with emphasis

Decide which element you want readers to notice first, then make them stand out.

High level items are usually larger, bolder, or different in some way.

Remember to keep them simple and stick to just few complementary styles.

**Leading:** Space between lines of text

The goal of leading is to make it as comfortable to read as possible

**Tracking:** space between characters

To create a certain artistic affect, or fix some fonts that are poorly spaced to begin with

**Kerning:** space between specific characters because each letter fits together differently

Some fonts have bad kerning, if they do, best to just choose something else.

Well crafted text can mean the difference between ordinary and extraordinary projects