A Five Minutes Guide to Better Typography

Typography is the technique of arranging type for

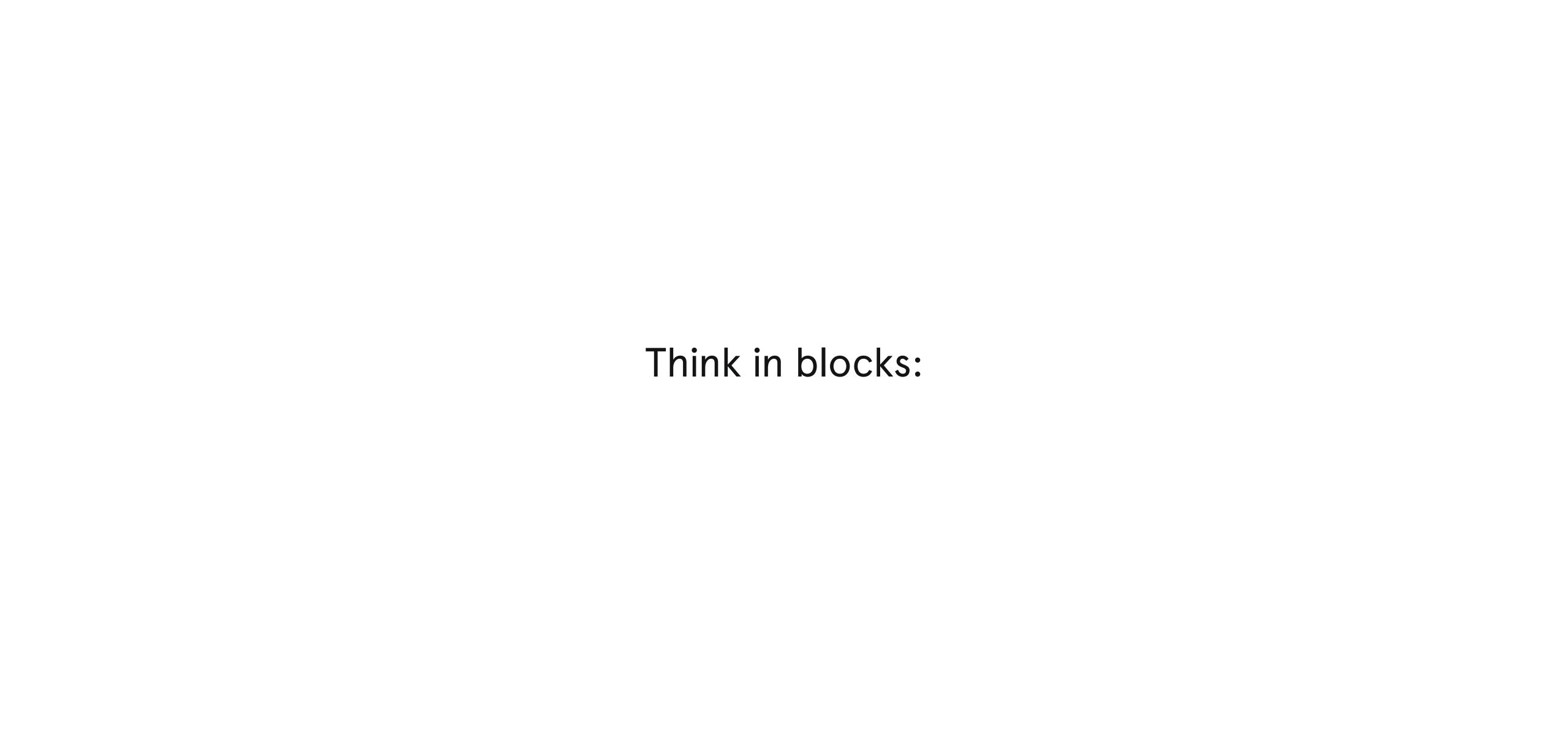
Effective communication

and a bit of delight.

Type? I has them!

C C C abcd abcd efgh efgh efgh ijklm ijkIm iklm nopq nopq But,

Type is a beautiful group of letters, not a group of beautiful letters.



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Matthew Carter



Headless Body in Topless Bar

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Type is not an exact science.

It is aligned when it *feels* aligned.

Realign if necessary:



Start with one typeface;

Pick one that has lots of weights. Four at least.

Light Regular Medium Bold

equals a typeface

Use contrast:

Do Not Read The Next Sentence.

You little rebel. I like you.

In doubt, skip a weight:

Bold Bonjour

MEDIUM

J'aime le fromage

LIGHT

In doubt, multiply by two:

Bonjour Bonjour

J'aime le fromage

Pay attention to your line-spacing:

Turnip greens yarrow ricebean rutabaga endive cauliflower sea lettuce kohlrabi amaranth water spinach avocado daikon napa cabbage asparagus winter purslane kale. Celery potato scallion desert raisin horseradish spinach carrot soko. Lotus root water spinach fennel kombu maize bamboo shoot green bean swiss chard seakale pumpkin onion chickpea gram corn pea. Brussels sprout coriander water chestnut gourd swiss chard wakame kohlrabi beetroot carrot watercress. Corn amaranth salsify bunya nuts nori azuki bean chickweed potato bell pepper artichoke.

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Naa... Noo...

In doubt, use a line-spacing of 1.2x to 1.5x the font size:

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x1.2

for a short paragraph

x1.5

for a long story

Tame the flow:

Typography is the art and technique of arranging type to make written language legible, readable, and appealing when displayed. The arrangement of type involves selecting typefaces, point sizes, line lengths, line-spacing (leading), and letter-spacing (tracking), and adjusting the space between pairs of letters (kerning^[1]). The term typography is also applied to the style, arrangement, and appearance of the letters, numbers, and symbols created by the process. Type design is a closely related craft, sometimes considered part of typography; most typographers do not design typefaces, and some type designers do not consider themselves typographers.^{[2][3]} Typography also may be used as a decorative device, unrelated to communication of information.

Typography is the work of typesetters (also known as compositors), typographers, graphic designers, art directors, manga artists, comic book artists, graffiti artists, and, now, anyone who arranges words, letters, numbers, and symbols for publication, display, or distribution, from clerical workers and newsletter writers to anyone self-publishing materials. Until the Digital Age, typography was a specialized occupation. Digitization opened up typography to new generations of previously unrelated designers and lay users, and David Jury, head of graphic design at Colchester Institute in England, states that "typography is now something everybody does." As the capability to create typography has become ubiquitous, the application of principles and best practices developed over generations of skilled workers and professionals has diminished. So at a time when scientific techniques can support the proven traditions (e.g., greater legibility with the use of serifs, upper and lower case, contrast, etc.) through understanding the limitations of human vision, typography as often encountered may fail to achieve its principal objective: effective communication.

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Use between 40...

...and 70 characters per line.

12px size is too small

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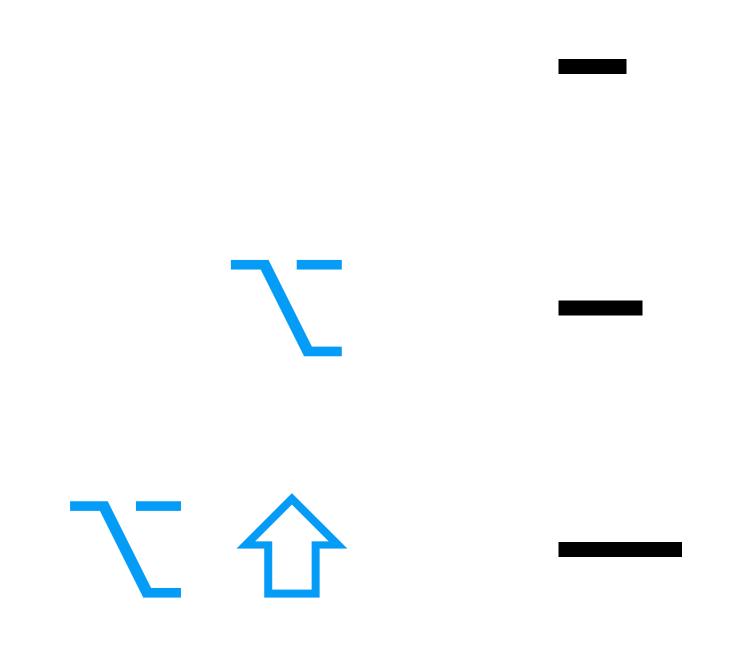
14-25px size is better

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In doubt, align left.

Now for some nerdy stuff:

Hyphen En Dash Em Dash



The hyphen is used for compound terms:

_ _ _

check-in

money-back

pull-up

Did you know? Hyphenated words are new words in the making:

full moon time-out breakfast

language darwinism

The en dash is used to represent a range or a connection:

_ _ _

1926-2017

Pages 37-61

Paris-Shanghai

The em dash can beautifully replace commas, parentheses, or colons:

The em dash is underused in typography—such a waste.

Finally, pay attention to kerning:



AW

AWa

AWai

keming. (kěm-ĭng).

n. The Result of improper kerning.









Wrap-up:

Don't nerd over typefaces, just pick one / Think type as blocks / Align with your eyes / Hierarchy first / Use contrast / Fine-tune with spacing. And voilà.

Thank you

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