



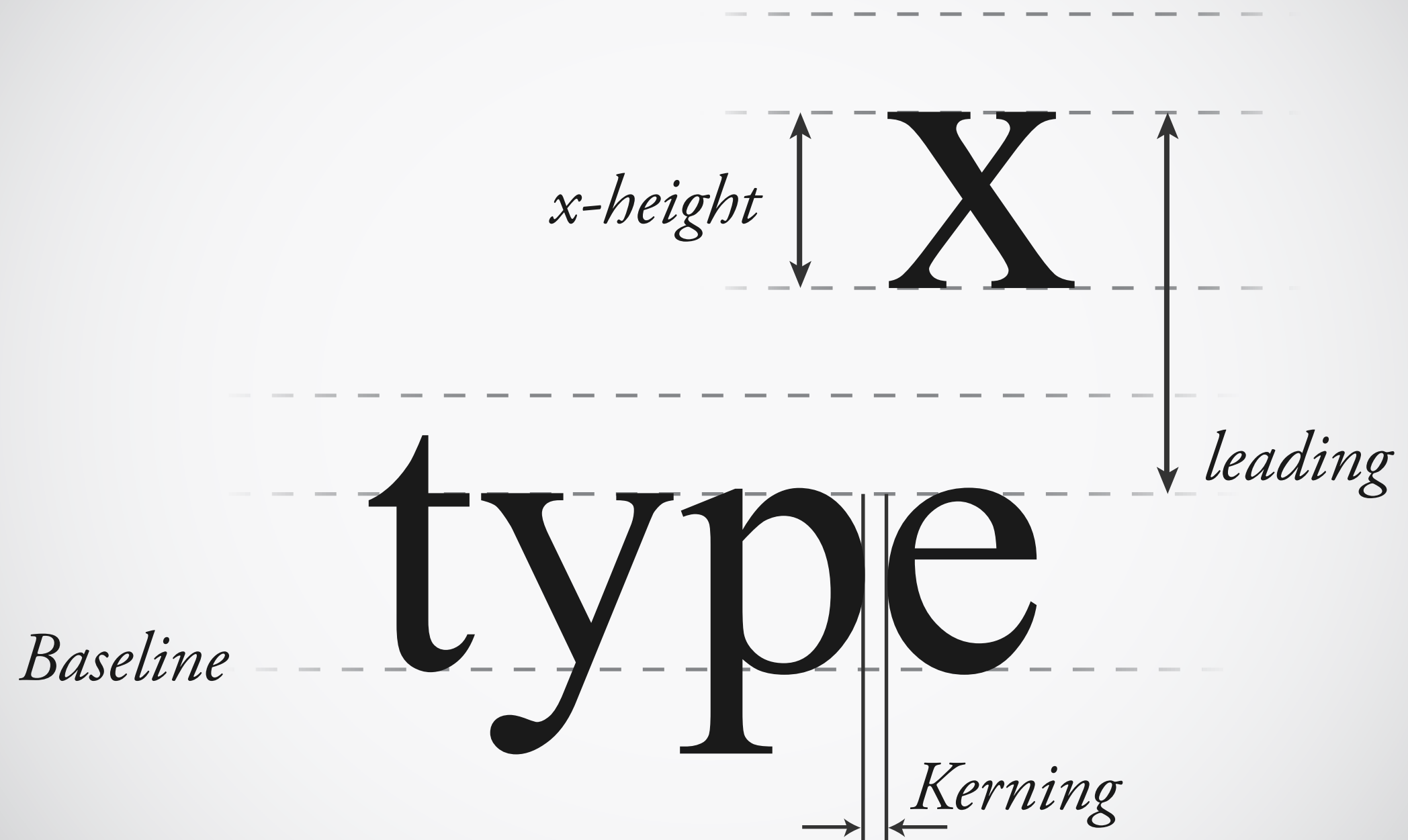
APPLIED TYPOGRAPHY

*A short introduction into the
theory and usage of type*

Prepared by Aishah and Alvin

What is
TYPOGRAPHY?

Let's start from the basics.



Font FAMILYS

Serif
Sans-serif

Oldstyles

*Made by writers
e.g Garamond*

Transitional

Made by engineers
e.g Times New Roman

Let's compare x-height!
also look at angled stress and counter

Modern

Made by stylists
e.g Bauer Bodoni

Slab

*Moving towards sans serif
e.g Rockwell*

Geometric

Perfect circles
e.g Century Gothic

Humanist

Matching with old styles

e.g Gill Sans

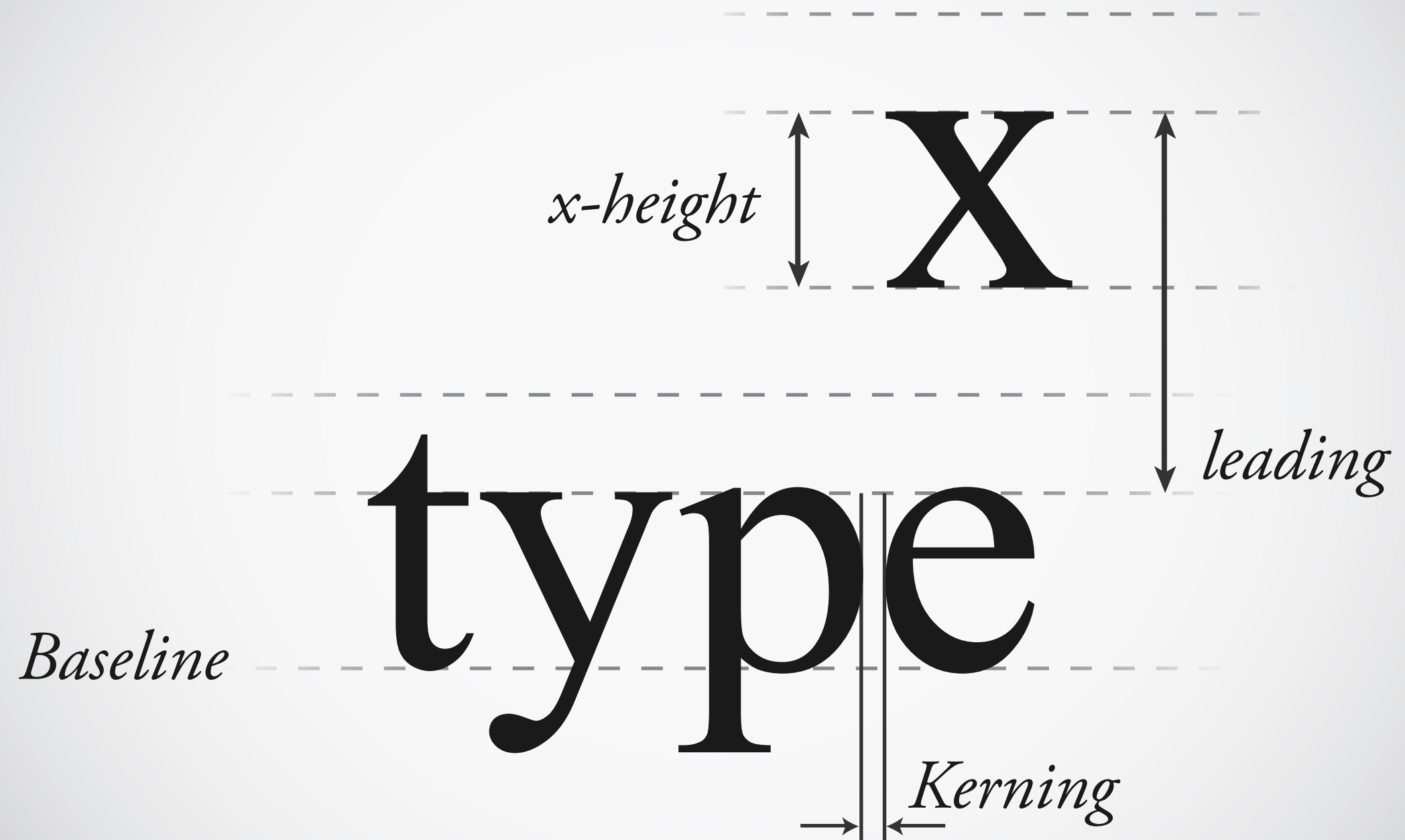
Grotesque

*Matching with transitional
e.g Franklin Gothic*

Moving on.

Kerning & **LEADING**

It matters a lot.



See it live!

Web

TYPOGRAPHY



Short introduction to
Chrome Developer Tools

Follow closely!

Attributes

font-weight

font-style

font-size

font-variant

Options

100, bold

italics

absolute/relative

small-caps



a a a a a a

←————— lighter ————— heavier —————→

inches (in)
centimeters (cm)
millimeters (mm)
points (pt)
picas (pc)

Absolute sizing

pixels (px)
ems (em)
X-height (ex)
percentages (%)

Relative sizing

line-height

absolute/relative

letter-spacing

absolute/relative

word-spacing

absolute/relative

text-shadow

x-pos y-pos #color

text-align

left, right, center

color

#color

Font Stacks

font-family: Tahoma, Arial, 'Helvetica', sans-serif

Lorem ipsum dolor sit
amet, consectetur adip-
isicing elit, sed do eius-
mod tempor incidunt ut
labore et dolore magna
aliqua.

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aliqua.

Resources

Design inspirations

`creattica.com`

How to make you designs

`smashingmagazine.com`

*Classic book about
typography, now adapted
for web*

`webtypography.net`

Hardcore forum

`typophile.com`

Blog

`ilovetypography.com`