

TYPOGRAPHY

What is Typography?

Typography - is the
style or appearance of text.

It can also refer to the art of working with text

A B C D E F G

H I J K L M N

O P Q R S T U V

W X Y Z a b c d e

f g h i j k l m n o p

q r s t u v w x y z

Types of fonts

Serif - *have little strokes called serifs attached to the main part of the letter.*

Because of their classic look, they're a good choice for more traditional projects. They're also common in print publications, like magazines and newspapers.



Types of fonts

Sans Serif - *don't have that extra stroke—hence the name, which is French for without serif.*

This style is considered more clean and modern than serif fonts. Also, it tends to be easier to read on computer screens, including smartphones and tablets.

Sans

“without serif”

Types of fonts

Display - *come in many different styles, like script, blackletter, all caps, and just plain fancy.*

Because of their decorative nature, display fonts are best for small amounts of text, like titles and headers and more graphic-heavy designs.

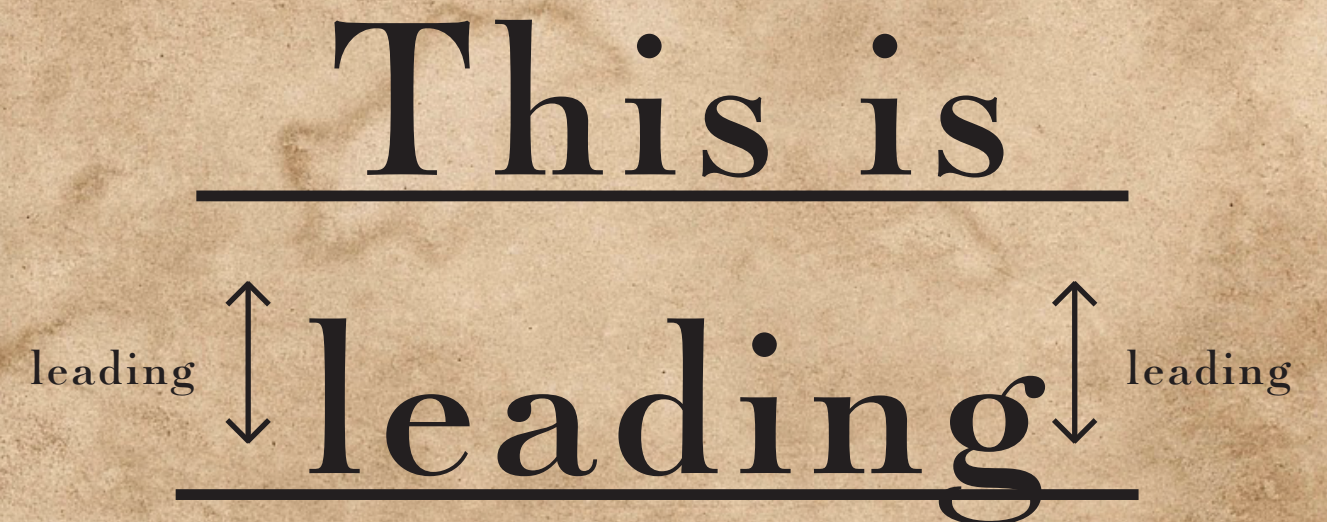
Script

Blackletter

ALL CAPS

Elements of Typography

Leading - *we call the distance between two lines of text leading (rhymed with heading) or line spacing. It's an important factor that makes your text more legible.*



The diagram shows two lines of text: "This is" and "leading". Both lines are underlined. A vertical double-headed arrow between the two underlines is labeled "leading" on both sides, indicating the distance between the lines of text.

Elements of Typography

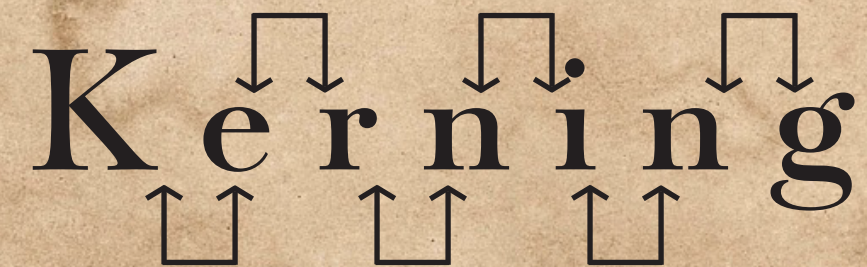
Tracking - the space we see between the characters of the text is called tracking or letter spacing. When working with most software and online tools, you can usually apply both positive (making more space between characters) and negative tracking (making words appear tight).

T r a c k i n g
←-----→

Elements of Typography

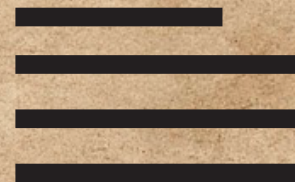
Kerning - *while tracking is the spacing between text characters, kerning modifies the spacing between individual letters. It's usually applied to single words like logos, rather than large text.*

K e r n i n g

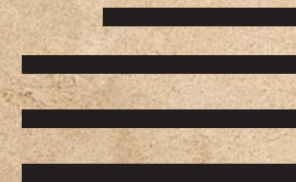
A diagram illustrating the concept of kerning. The word "Kerning" is written in a serif font. Above the letters, there are three pairs of downward-pointing arrows, each pair spanning the gap between two adjacent letters: between 'K' and 'e', 'e' and 'r', and 'n' and 'i'. Below the letters, there are three pairs of upward-pointing arrows, each pair spanning the gap between two adjacent letters: between 'K' and 'e', 'e' and 'r', and 'r' and 'n'. This visualizes the process of adjusting the space between individual characters.

Elements of Typography

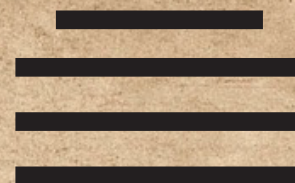
Alignment - *is unifying your text to give it equal size, space, and distance between the elements. You can choose one of the following alignment options for your text: left, right, center-aligned text, or justified.*



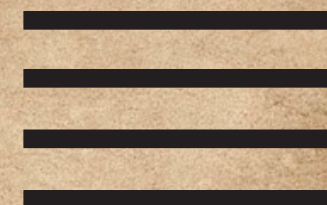
Align Left



Align Right



Align Center



Justify

Elements of Typography

Hierarchy - *helps the reader's eye to concentrate on the most important part of the text. It allows them to navigate easily, know where to start and where to go next according to the hierarchy of your text.*

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Hierarchy