

Typography Basics

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Terms:

- Type
- Typography
- Typeface
- Letter
- Letterform
- Font

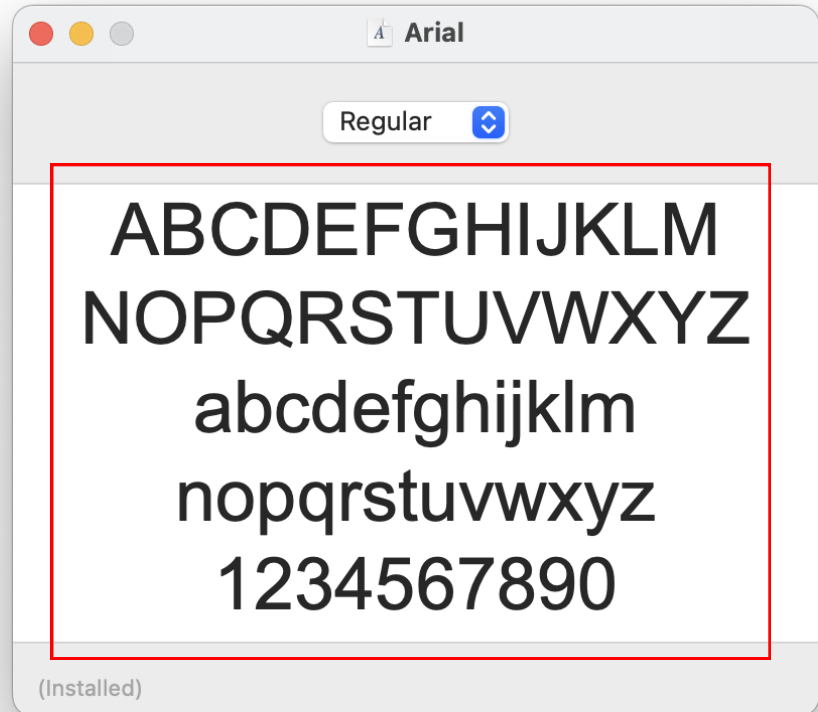
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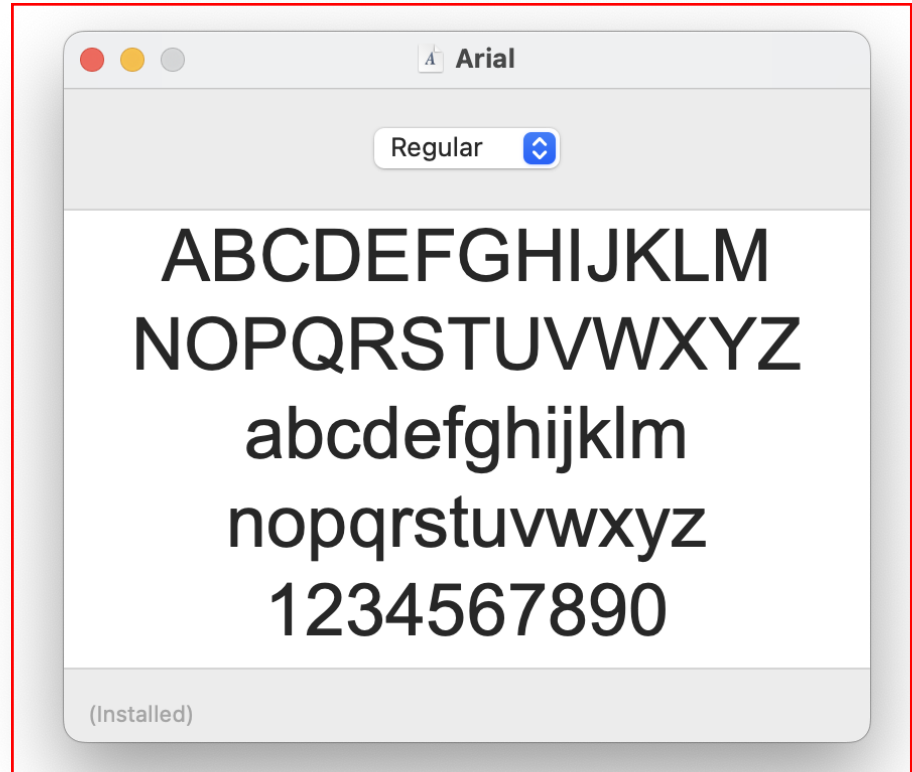


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ttf, otf, woff, woff2

Serif: example in Times New Roman, 60px

Yale School of Art

Sans-serif or Sans: example in Helvetica, 60px

Yale School of Art

Courier: 60px

Yale School of Art

Andale Mono: 60px

Yale School of Art

Courier: 60px

Yale School of Art

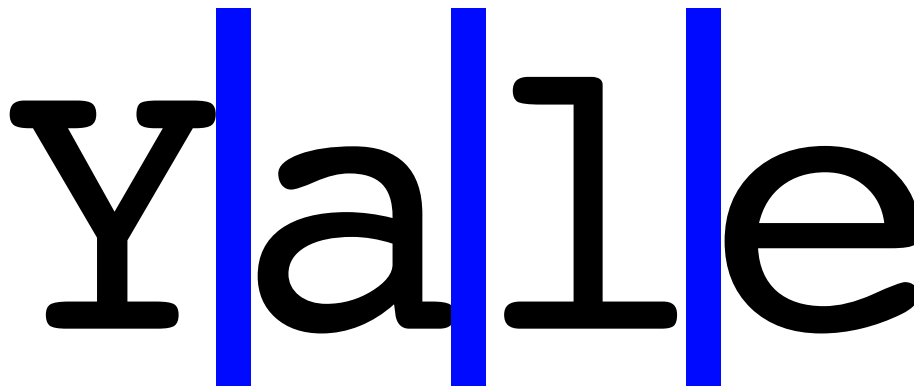
Andale Mono: 60px

Yale School of Art

Courier

Yale

Courier



The image shows the word "value" in a black, monospaced font. Three vertical blue lines are positioned between the letters: one between 'y' and 'a', one between 'a' and 'l', and one between 'l' and 'e'. These lines illustrate the consistent spacing between characters in a monospaced typeface.

Letter spacing

Times New Roman

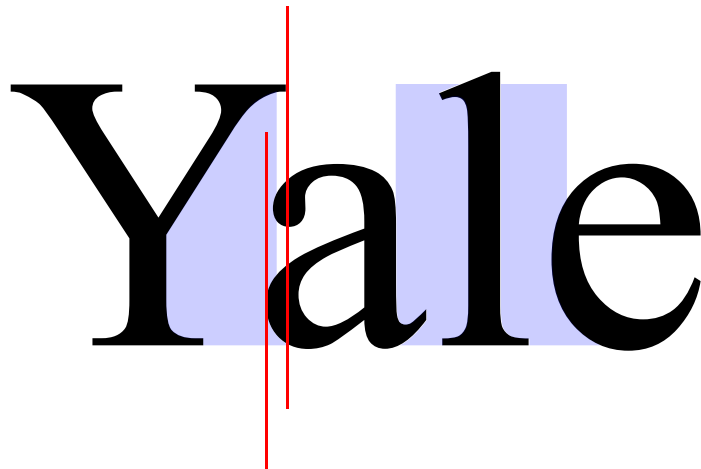


Yale

The image shows the word "Yale" in a black Times New Roman font. Behind the letters, there are three light blue vertical bars that highlight the spacing between the letters. The first bar is between the 'Y' and the 'a', the second is between the 'a' and the 'l', and the third is between the 'l' and the 'e'. This visual aid demonstrates the concept of letter spacing in typography.

Letter spacing

Times New Roman



Yale

Kerning

HELVETICA VS. ARIAL: PRIMARY DIFFERENCES

G R Q a t

G R Q a t

The image displays a side-by-side comparison of the Helvetica and Arial typefaces for the letters G, R, Q, a, and t. The top row shows Helvetica, and the bottom row shows Arial. Each letter is annotated with a light gray circle and an arrow to highlight specific design differences. For 'G', the circle is at the bottom left of the counter. For 'R', the arrow points to the shoulder of the vertical stem. For 'Q', the arrow points to the tail stroke. For 'a', the circle is at the bottom of the counter. For 't', the circle is at the top of the vertical stem.

Helvetica: lower case “a”



Exercise (40 min):

Take one of the alt text you wrote from last class, and make a digital poster (a webpage) only use type elements.

Use typefaces from the web safe fonts list.

font-family

font-weight

font-size

font-style

text-align

text-transform

line-height

letter-spacing

padding, margin, border, box-sizing

display, position

height, width

top, bottom, right, left, float*