

# Typography Basics

# Typography Basics

Terms:

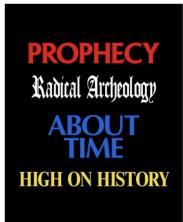
- Type
- Typography
- Typeface
- Letter
- Letterform
- Font

...

# Typography Basics

Terms:

- Type
- Typeface
- Typography
- Font



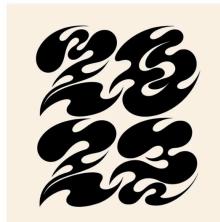
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caleb-vanden-boom-valori-itsnicethat-...



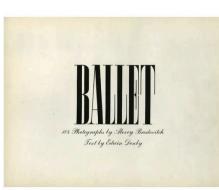
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Club Atlético Zelaya - Z.



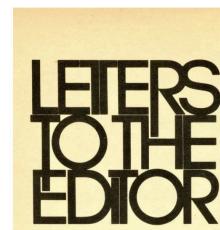
screenshot-2021-11-03-at-17.26.21.png



494225127\_18123764059431670\_58...



Champ Lacombe, Arthur Jafa



tumblr\_c0051b58047f626958863caac...



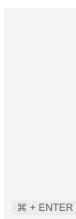
images-w1400.jpg?1523497796

(source: <https://www.are.na/elliott-grunewald/tttt>)

# Typography Basics

## Terms:

- Type
- Typeface
- Typography
- Font



6b64294f-e4aa-4e48-9358-89ee491a...



6fa4c2c7-8dbe-4cba-97ee-815740bb...



e884e063-caf5-4398-b848-08310e2c...



img\_6852.jpg



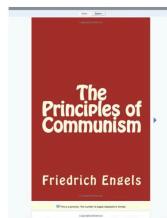
img\_2993.jpeg



img\_4542.jpeg



img\_0673.jpeg



screen-shot-2020-06-30-at-2.48.02-a...



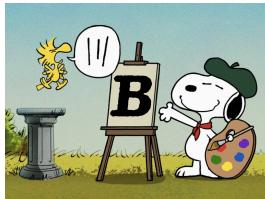
153c65b8-68d1-476e-bd8d-3dd343a...

(source: <https://www.are.na/alec-mapes-frances/vernacular-graphic>)

# Typography Basics

Terms:

- Type
- Typeface
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- Font



X Regular Typefaces Log In Backstage

R.I.P. Jim Henson (1990)  
Kermíí the Frog,  
Míss Piggy&Fozzíe Bear  
The Elecfíric Mayham  
Band feaf Dr. Teeth,  
AnímaI, Zoot, Lips, Janíce  
on Saturday Níght Líve

Add to Cart

(source: <https://www.sourcetype.com/typefaces/17048/>)

# Typography Basics

## Terms:

- Type
- Typeface
- **Typography**
- Font



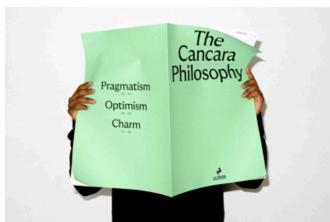
The Wexford Festival Opera



Children's Zine by Kukiyo



Bauerle Lustenauer Stickerhaeuser



Lloyds Bank



The Cleveland Orchestra



Frans Hals at the Gemäldegalerie

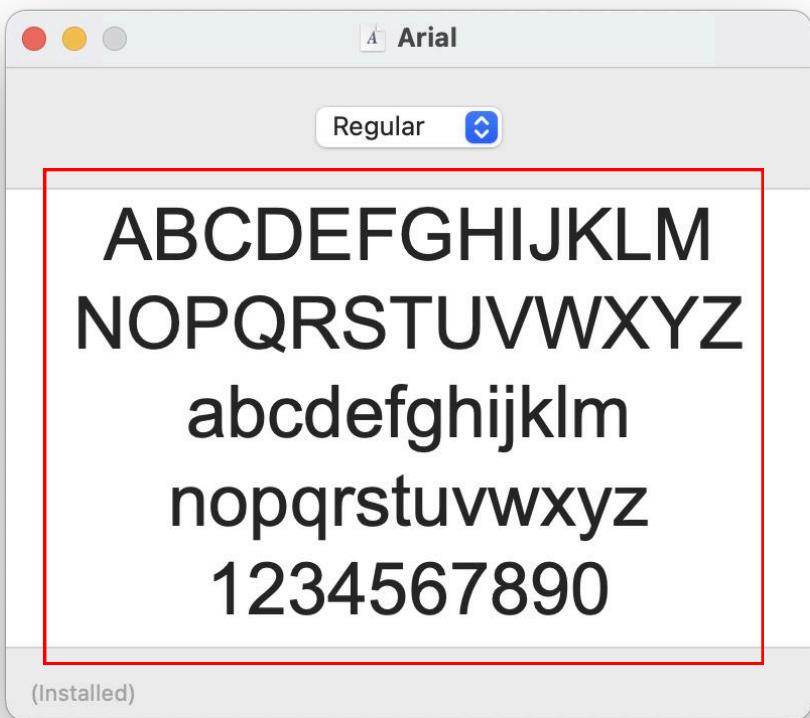


(source: <https://www.grillitype.com/blog/in-use>)

## Typography Basics

Terms:

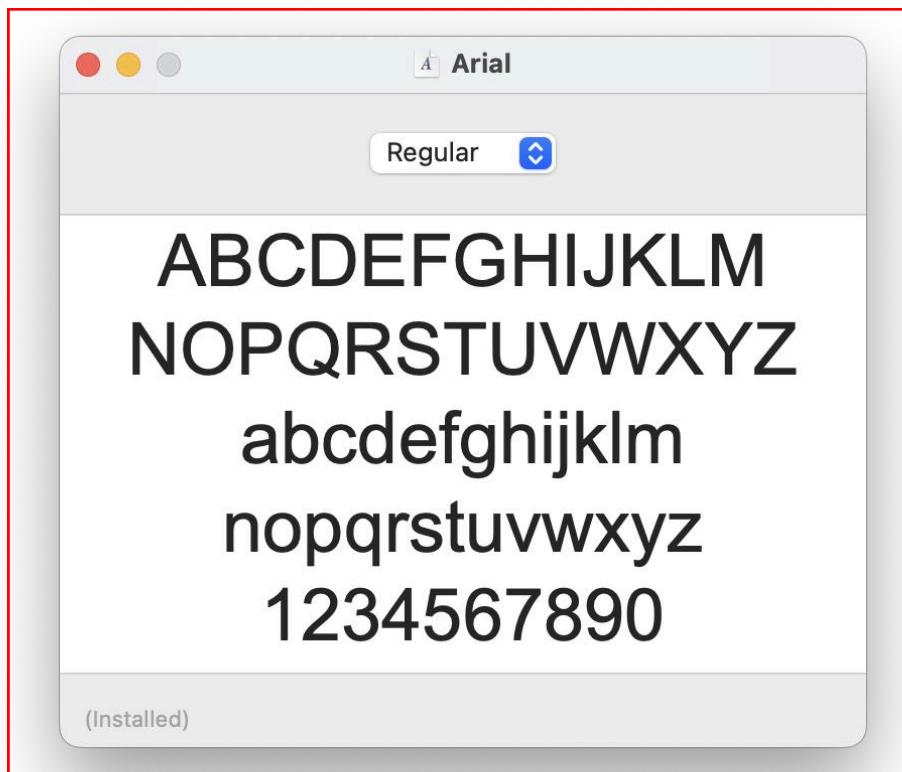
- Type
- Typeface
- Typography
- Font



# Typography Basics

Terms:

- Type
- Typeface
- Typography
- Font



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

## Bringhurst Classification

*Historical Synopsis*

**REALIST** (19th & early 20th centuries): unmodulated stroke, implied vertical axis; small aperture; serifs absent or abrupt and of equal weight with main strokes; italic absent or replaced by sloped roman

**LYRICAL MODERNIST** (20th century): rediscovery of Renaissance form; modulated stroke, humanist axis; pen-formed serifs and terminals; large aperture; italic partially liberated from roman

**GEOMETRIC MODERNIST** (20th century): unmodulated stroke; bowls often circular (no axis); moderate aperture; serifs absent or of equal weight with main strokes; italic absent or replaced by sloped roman

**POSTMODERNIST** (late 20th century): frequent parody of Neoclassical and Romantic form; rationalist axis; sharply modelled serifs and terminals; moderate aperture; italic subjugated to roman

(source: Bringhurst, Robert, *The Elements of Typographic Style*)

Cursive: example in Apple Chancery: 60px

*Yale School of Art*

Monospace: example in Andale Mono: 60px

Yale School of Art

Courier: 60px

Yale School of Art

Andale Mono: 60px

Yale School of Art

Courier

**Yale**

Courier

Y|a|l|e

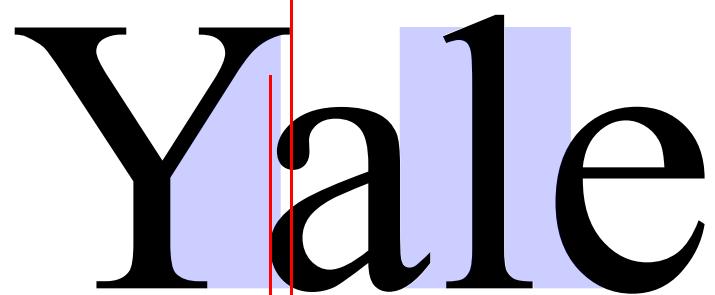
Letter spacing

Times New Roman

Yale

Letter spacing

Times New Roman



Yale

Kerning

HELVETICA VS. ARIAL: PRIMARY DIFFERENCES

G R Q a t

G R Q a t

Helvetica: lower case “a”



## Yale Typefaces by Matthew Carter

### **YaleNew Roman**

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 1234567890

### **YaleNew Italic**

*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890 1234567890*

### **YaleNew Bold**

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890 1234567890**

### **YaleNew Bold Italic**

***abcdefghijklmnopqrstuvwxyz***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***1234567890 1234567890***