

intro to **graphic design**



# **Discipline: Typography & Type Design**



intro to graphic design

**“the history of type”**

<https://www.youtube.com/watch?v=wOglkxAfJsk>

## intro to graphic design

### **definitions**

**type design:** the art and process of designing typefaces

**typography:** the art and process of typesetting by any system or method

## Anatomy of a Letter

### X-Height

The height of a lowercase x.

### Ascender

The part of the lowercase letter that rises above the x-height.

### Descender

The part of the lowercase letter that falls below the baseline.

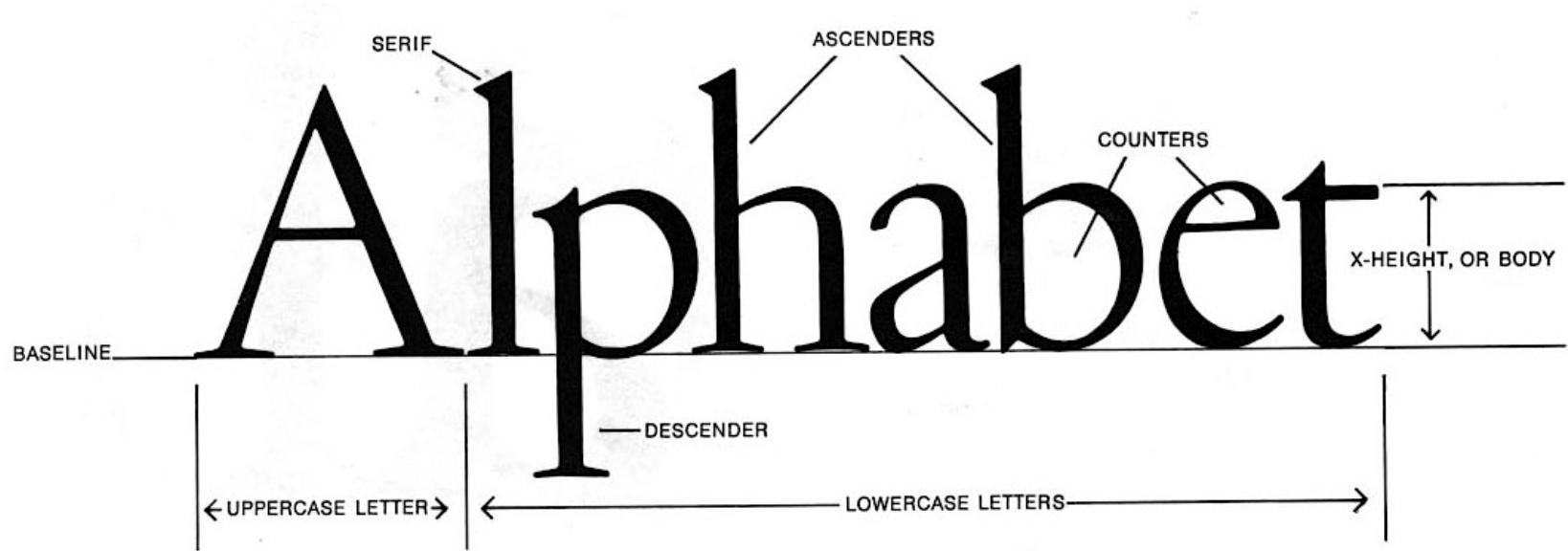
### Counter

The enclosed space, the hollow part of the letter.

### Serif

The stroke that projects from the top or bottom of the main stroke of the letter.

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## **Variations in Type**

### **Lightface**

A light version of the regular typeface.

### **Boldface**

A heavy version of the regular typeface.

### **Condensed**

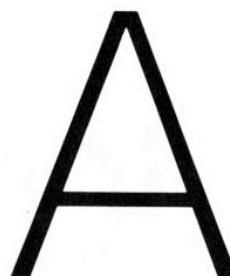
A narrow version of the regular typeface.

### **Extended**

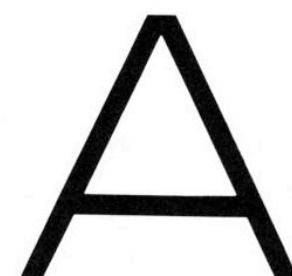
A wide version of the regular typeface.



LIGHT CONDENSED



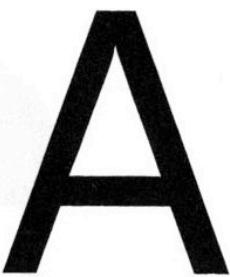
LIGHT



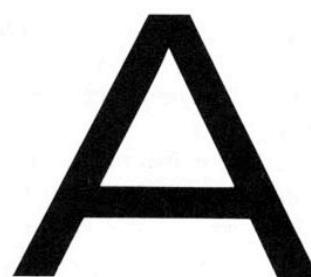
LIGHT EXTENDED



REGULAR CONDENSED



REGULAR



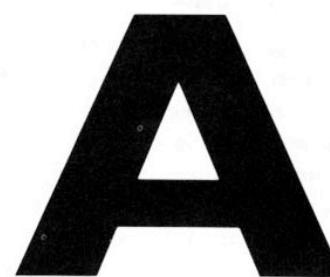
REGULAR EXTENDED



BOLD CONDENSED



BOLD



BOLD EXTENDED

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A **typeface** describes the “look” of a font,  
whereas a **font** is a useable set of complete  
letters/numbers/symbols.

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  
1 2 3 4 5 6 7 8 9 0

**helvetica**

<https://www.youtube.com/watch?v=A0z6wrqhn3M>

Type Family

Helvetica 45 Light

*Helvetica 46 Light Italic*

**Helvetica 53 Extended**

*Helvetica 54 Extended*

Helvetica 55 Roman

*Helvetica 56 Italic*

Helvetica 65 Medium

**Helvetica 97 Black Condensed**

***Helvetica 97 Black Condensed Oblique***



hierarchy of information

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typography is fun when  
you have a little knowledge

typography is fun when  
you have a little knowledge

## Legibility vs. Readability?

thygporay is fun wehn  
you hvae a ltite kwonlegde

typography is fun when  
you have a little knowledge

typography is fun when  
you have a little knowledge

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## Functionality vs. Expression

romantic

*Romantic*

***Romantic***

TOUCHING

# Typography

NORMAL

# Typography

CONDENSED

# Typography

EXTENDED

# Typography

OBLIQUE

# Typography

IRREGULAR

# TypoGraphy

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papyrus

<https://www.youtube.com/watch?v=jVhlJNJopOQ>

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Realize that you don't have to jump to a decorative font to communicate good design.

There is power in the typographer to create with the most basic of typefaces.



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“Letters are the clothes words wear.”

“The appropriate typeface confirms  
exactly what we want to believe.”

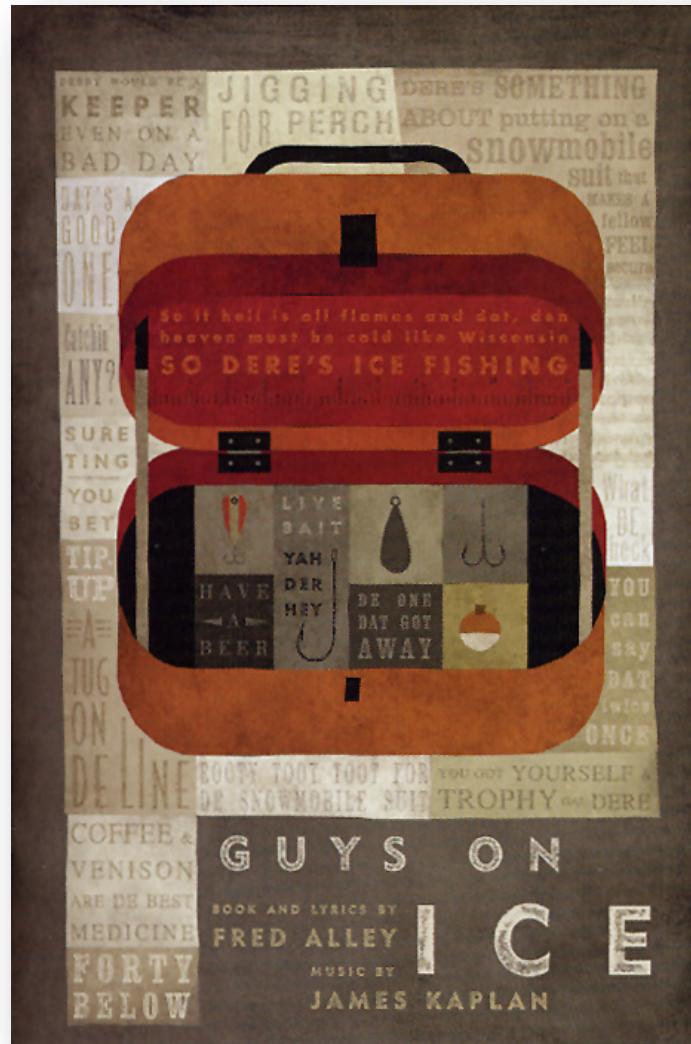
~ Erik Spiekermann

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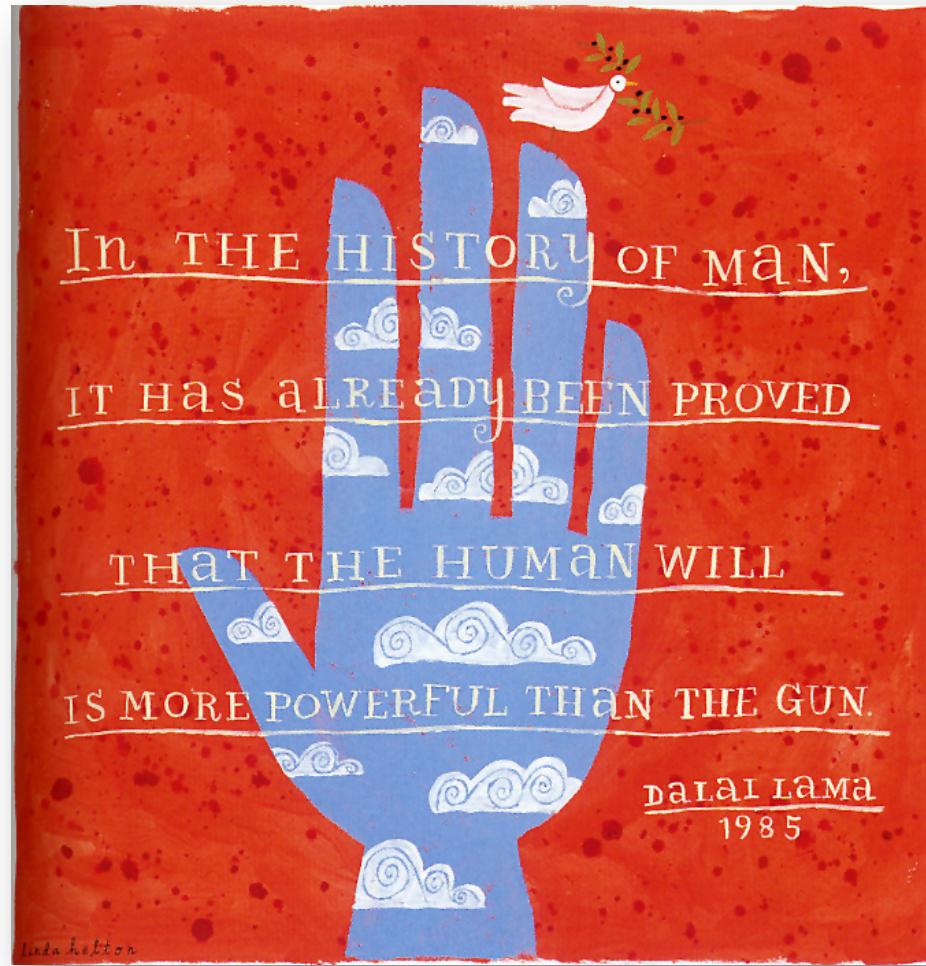
**“the lost art”**

<https://www.youtube.com/watch?v=aTledYBehQM>

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## intro to graphic design

“The more uninteresting the typeface,  
the more useful it is to the typographer.”

~Piet Zwart



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GO

HOUSE

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SUSHI

privacy

intro to graphic design



panda



search

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CHAIR

CHAIR

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BIRDCAGE

grill

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antigravity



RGAD

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done

The word "done" is written in a bold, black, sans-serif font. The letter "o" is unique, featuring a white square cutout in its center. The letter "n" has a vertical bar extending from its top. The letter "e" is replaced by a black checkmark symbol.

IDEA

A large, stylized lightbulb icon is positioned to the left of the word "IDEA". The lightbulb is rendered in black with a thick outline. The letters "IDEA" are in a bold, black, sans-serif font, aligned to the right of the bulb.

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TIGER

tajjk

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puppy

return

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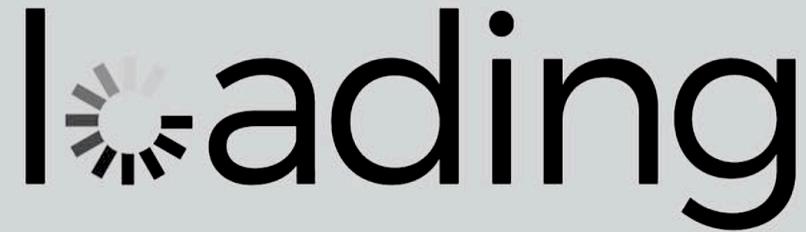


LUCKY



heart

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loading



integrator

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CUP

THE DOME

LONDON  
LONDON

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MARRIAGE

M<sup>3</sup>OTHER  
CHILD

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Families  
A READER'S DIGEST  
PUBLICATION

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The logo consists of the words "SHIPWRECKS" stacked vertically. The letters are bold and black. The "S" has a large, flowing flourish at the top. Below "SHIPWRECKS" is the word "OF" on one line and "THE" on the line below it. Below that is the word "MODERN" which is slightly tilted to the right. At the bottom is the word "AGE".

SHIP  
WRECKS  
OF THE  
MODERN  
AGE

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LESS  
BUT  
BETTER

Good design is as little design as possible

Less, but better – because it concentrates on the essential aspects, and the products are not burdened with non-essentials. Back to purity, back to simplicity.

Dieter Rams

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minimal

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Hello

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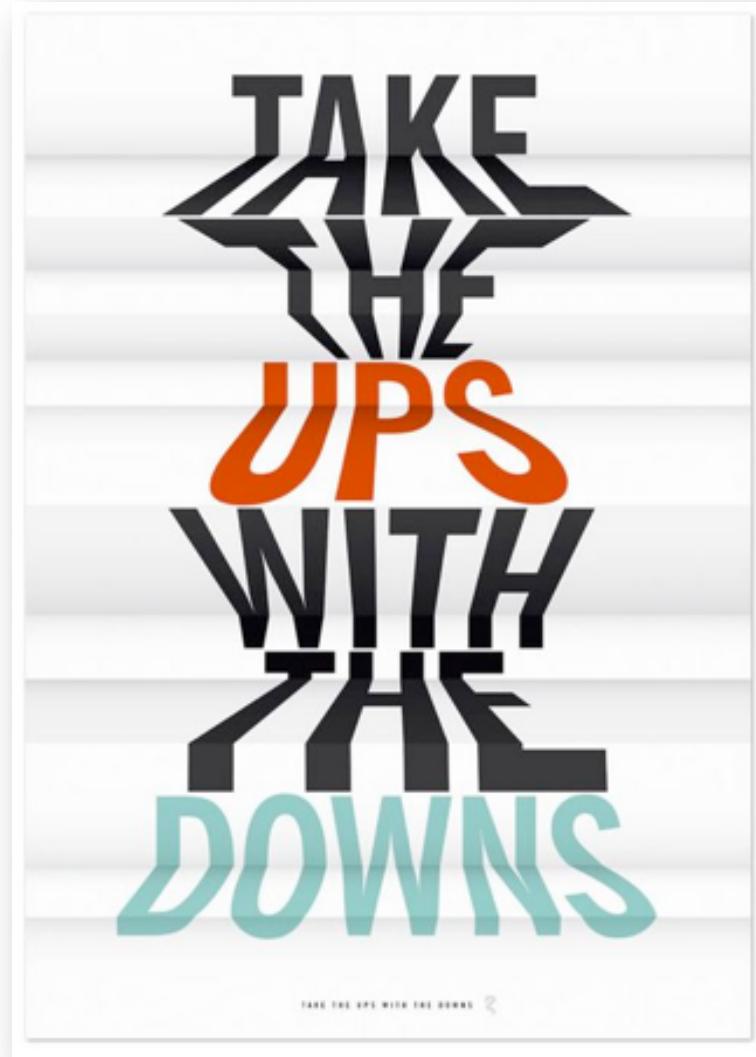
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**doyald young**

*logotype designer*

<https://www.youtube.com/watch?v=PSSztlMjZtM>

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**doyal young**  
*logotype designer*

<https://www.youtube.com/watch?v=k2imdpAyZxI>

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**Marian Bantjes**  
type letterer-artist

<https://www.youtube.com/watch?v=MkS-u32xfGc>

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your homework is to take a photo of  
**“a really good” or “really bad”  
use of typography**

by midnight tonight Wednesday, March 25th  
Send to: [jlweast@yahoo.com](mailto:jlweast@yahoo.com)