

Intro to Grids & Typography

C/S 247 :: February 27, 2017

Design

Specialties and disciplines

Architecture

Automotive design

Communication design

Experience design

Fashion design

Game design

Graphic design

Information design

Industrial design

Instructional design

Interaction design

Interior design

Lighting design

Product design

Service design

Sound design

Urban design

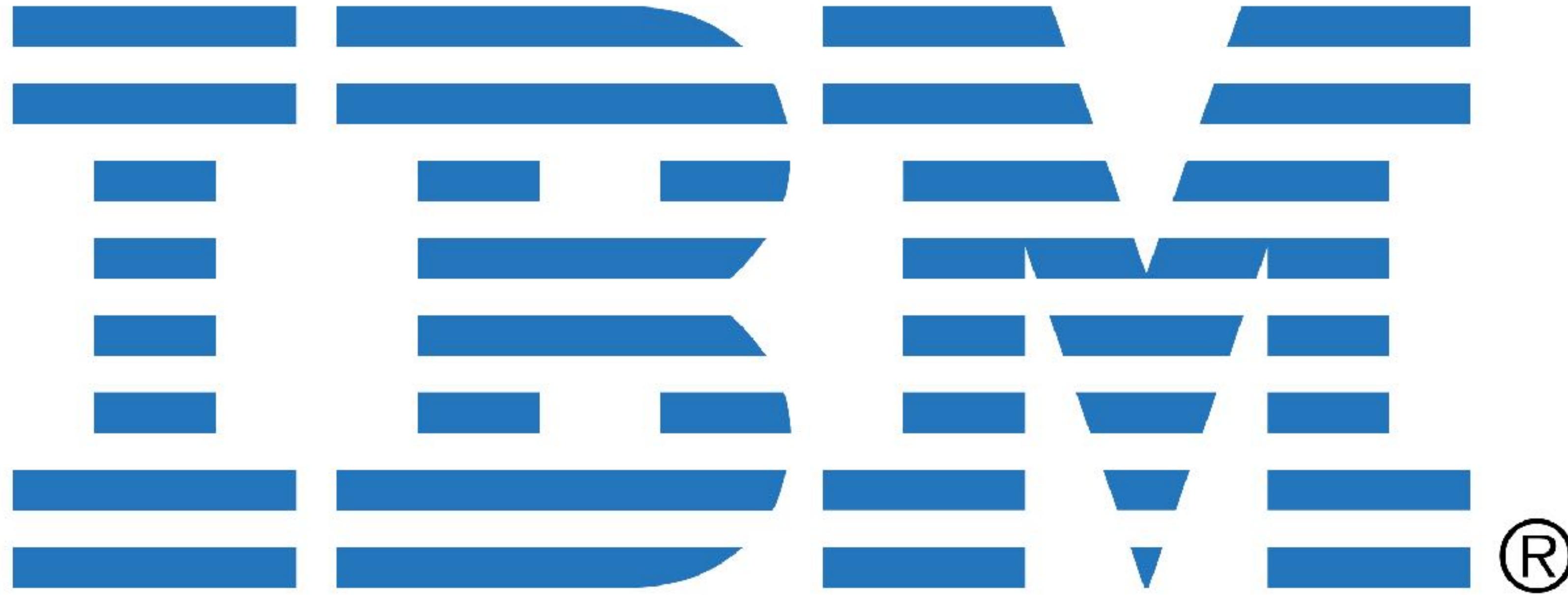
User experience design

Web design

There are three responses to a piece of design — yes, no, and WOW!

WOW is the one to aim for.

— Milton Glaser, b. 1929



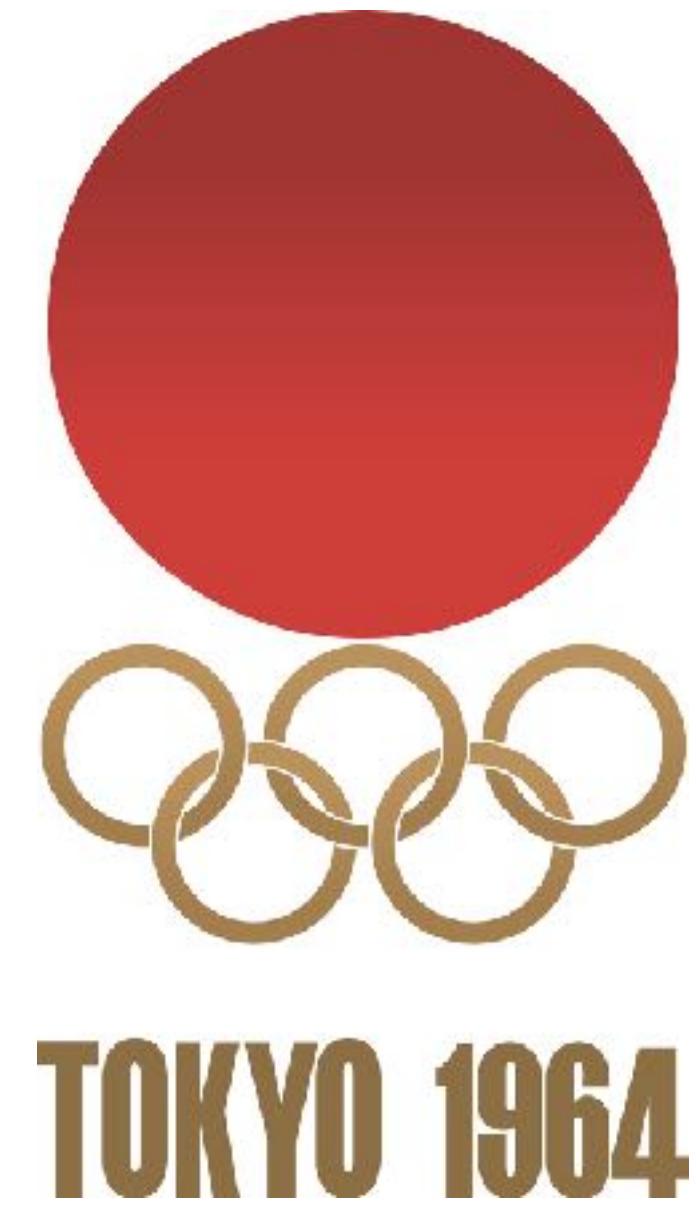
*IBM logo designed in 1978 by
Paul Rand*



*Westinghouse logo designed in 1960 by
Paul Rand*



*UPS logo designed in 1961 by
Paul Rand*



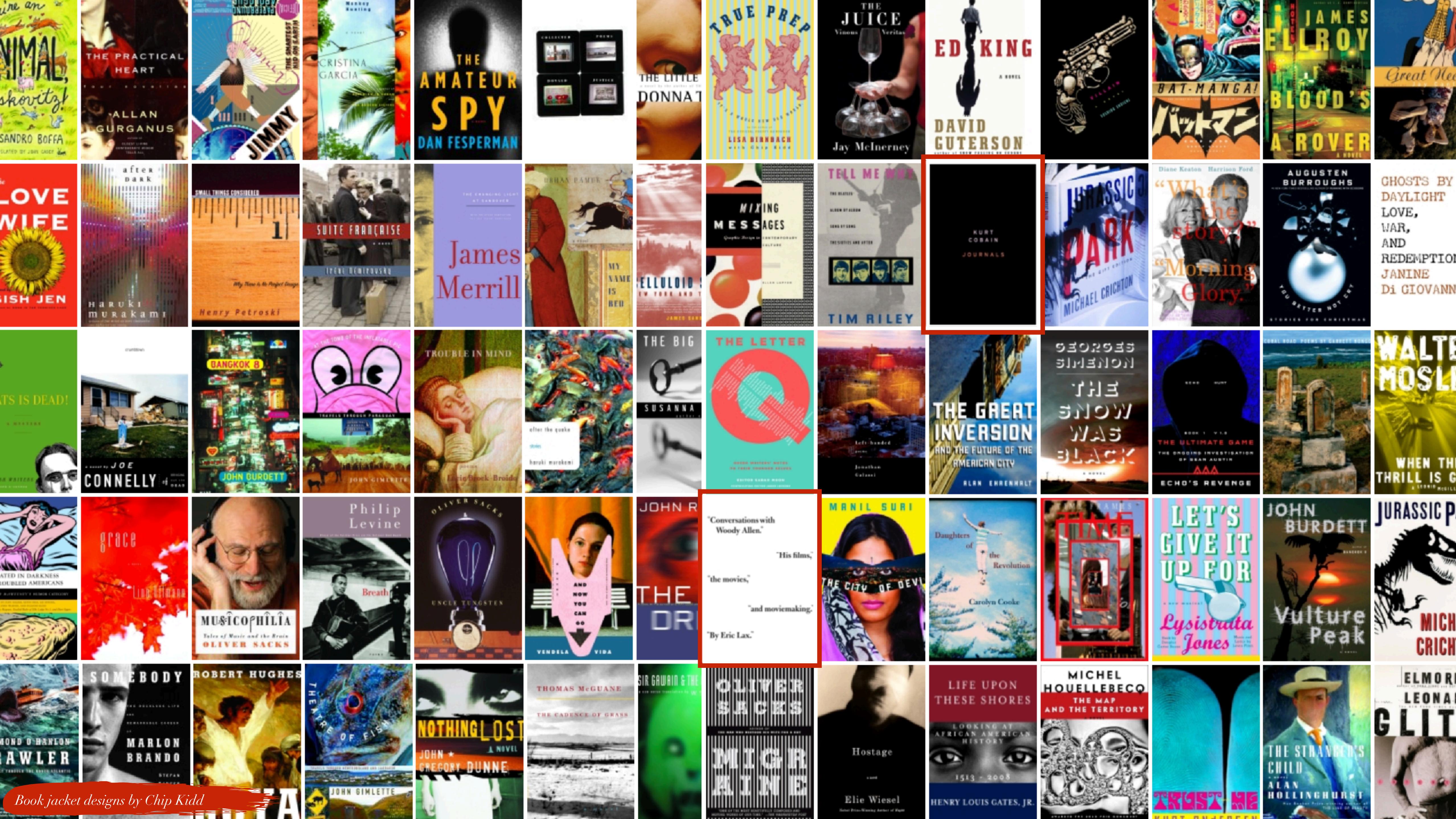
*Tokyo 1964 Olympics designed by
Masaru Katsumi and Yusaku Kamekura*



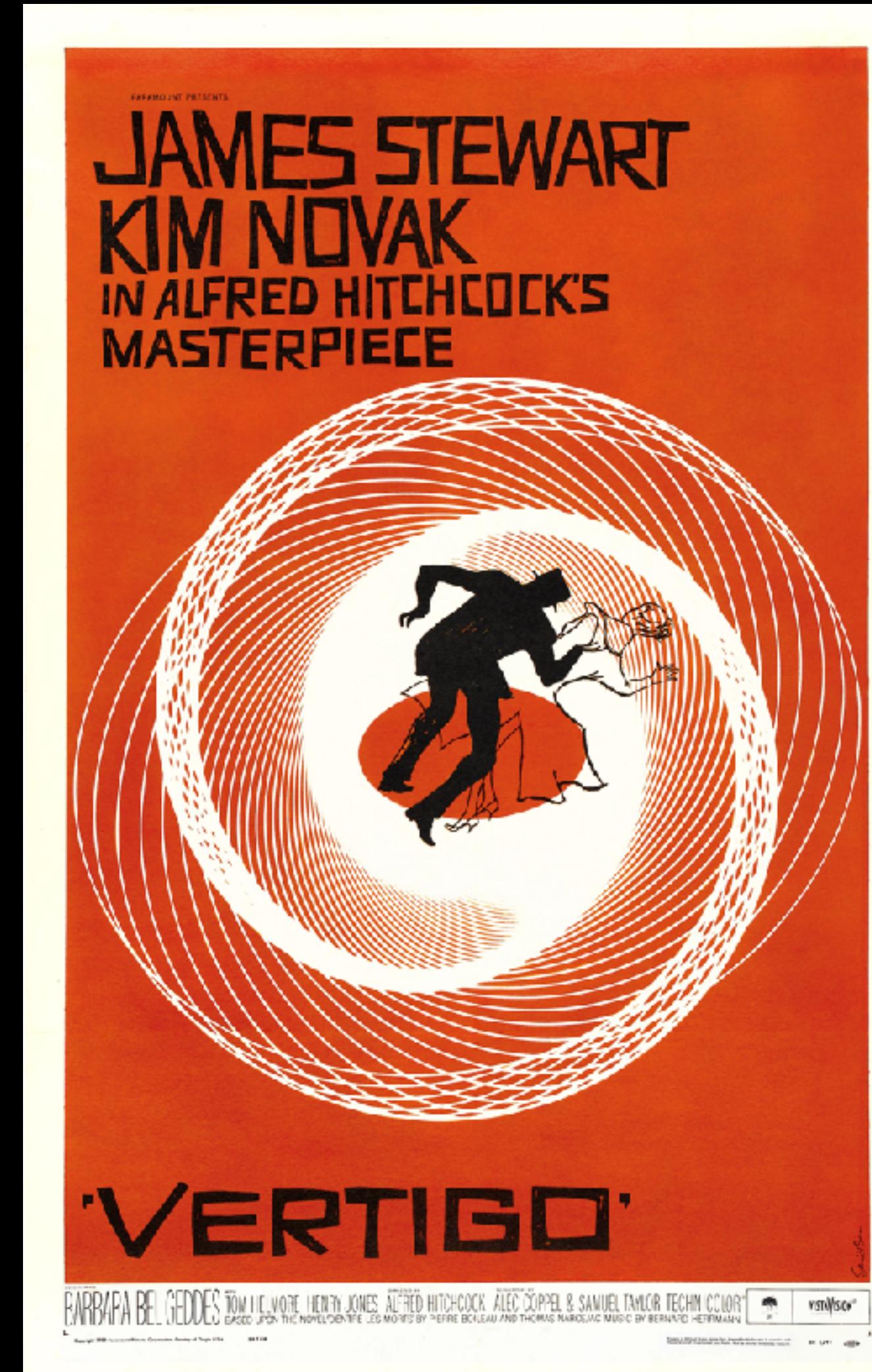
*Athens 2004 Olympics designed by
Wolff Olins and Red Design*



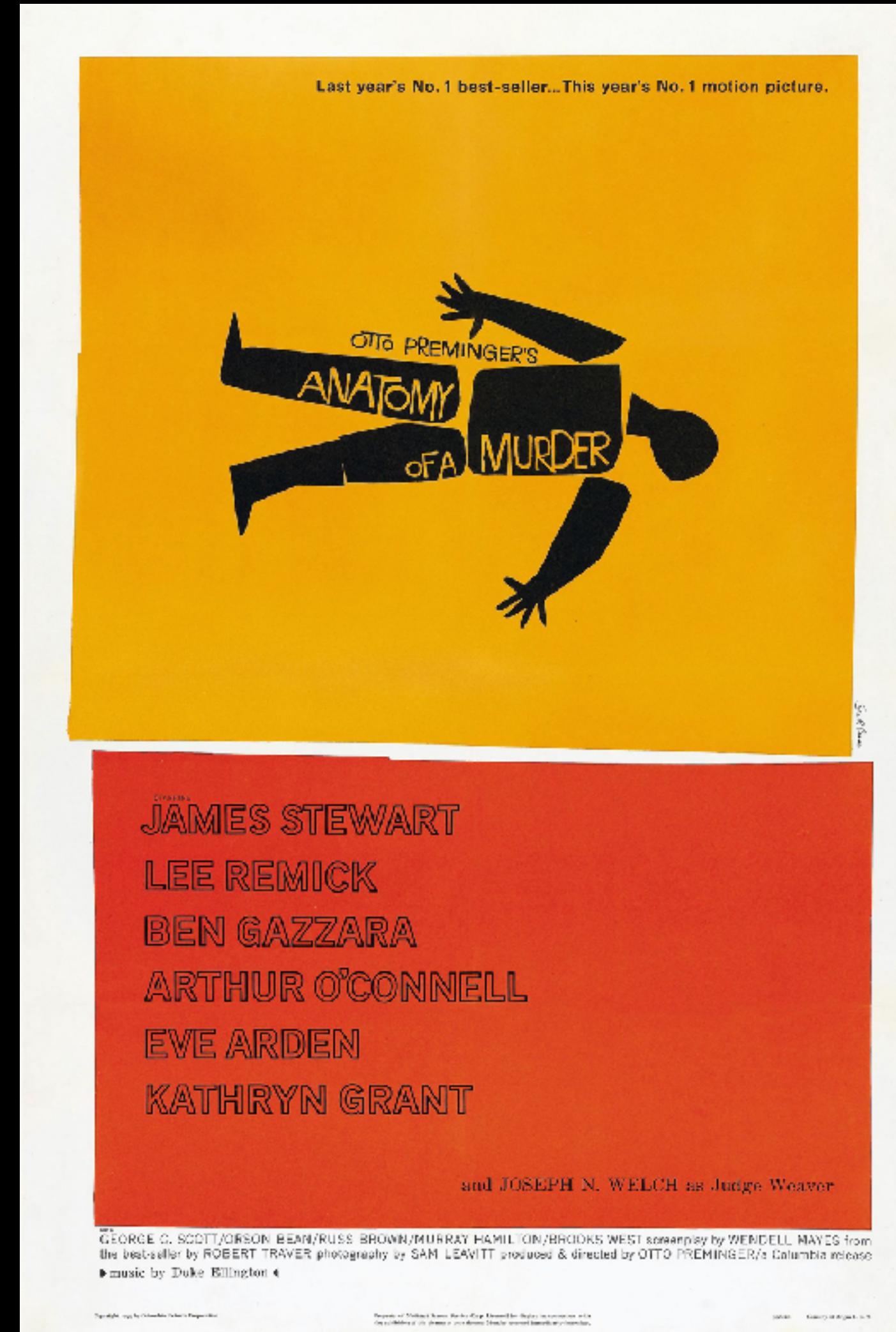
*Beijing 2008 Olympics designed by
Guo Chunning*



Book jacket designs by Chip Kidd



Vertigo
designed in 1958 by
Saul Bass



Anatomy of a Murder
designed in 1959 by
Saul Bass



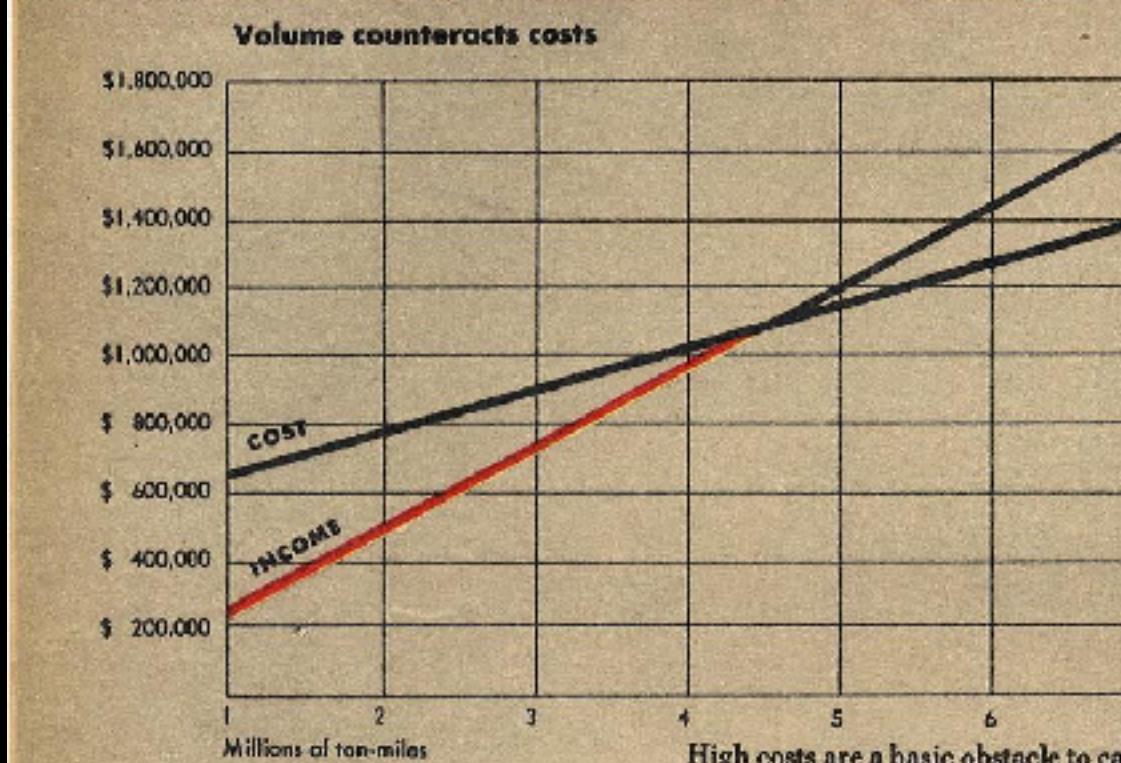
The Man with the Golden Arm
designed in 1955 by
Saul Bass



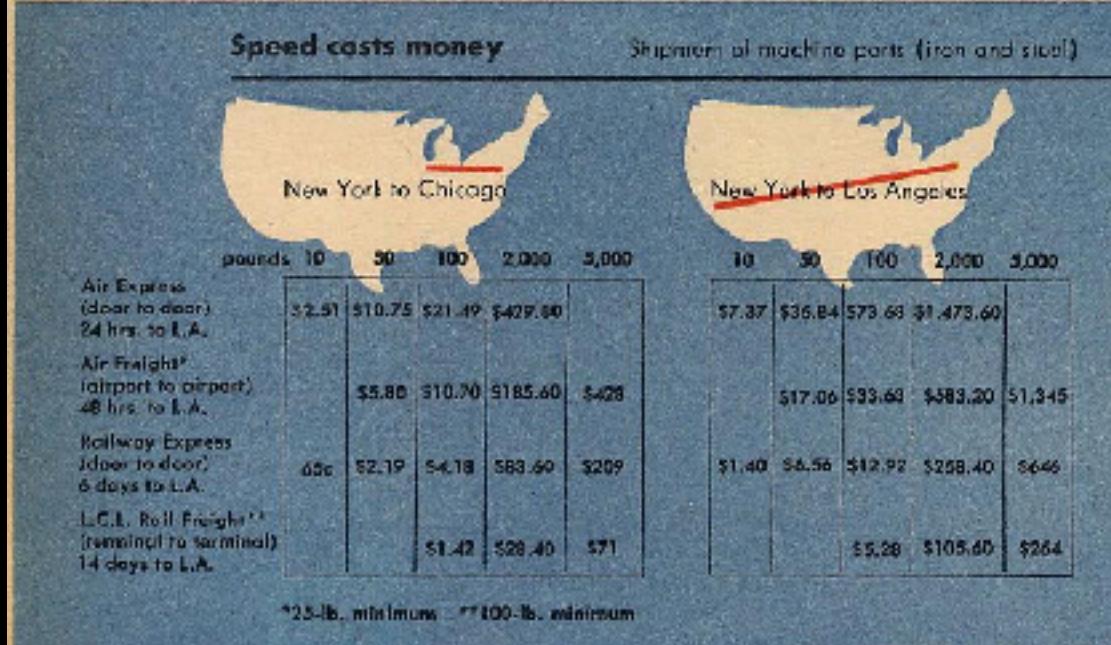
*Rural Electrification Administration
poster series designed in 1937 by
Lester Beall*

Aviation's newest business has a brief past, a profitable future; but its present is made hazardous by interlocked operating and economic difficulties concerning volume, rates, and load.

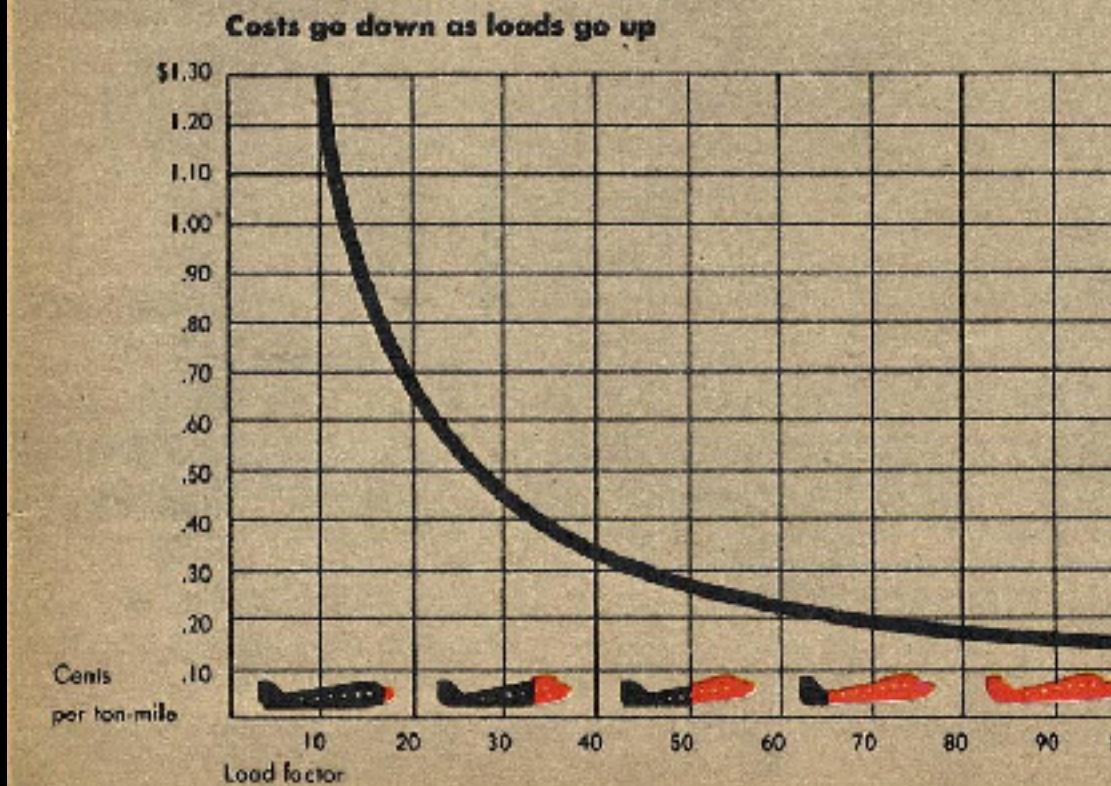
Air Cargo: Its Problems... ...and Prospects



High costs are a basic obstacle to cargo lines. Before annual income at current rates can overtake costs, a seven-plane line (described in the article) must fly 4,500,000 ton-miles.



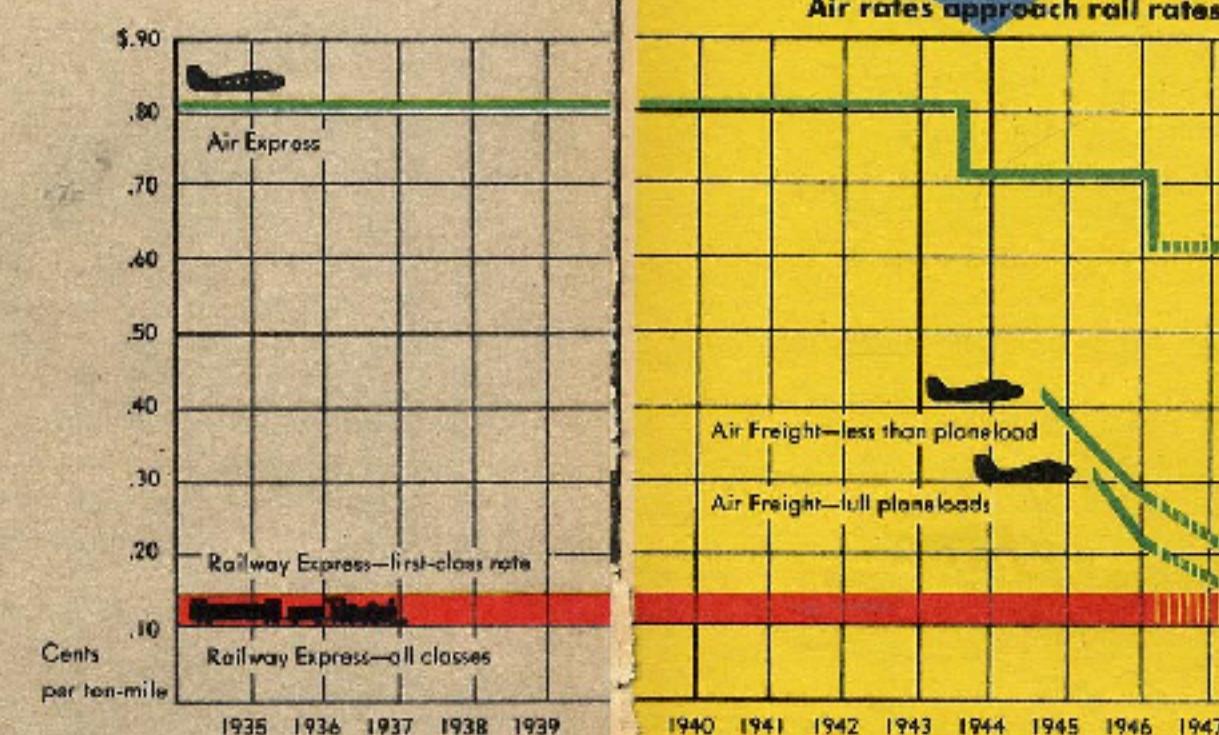
Rates affect volume. While air freight is 3 times as fast, it is twice as expensive as rail express, 7 times as fast and 6 times as expensive as L.C.L. freight. Air express is speediest.



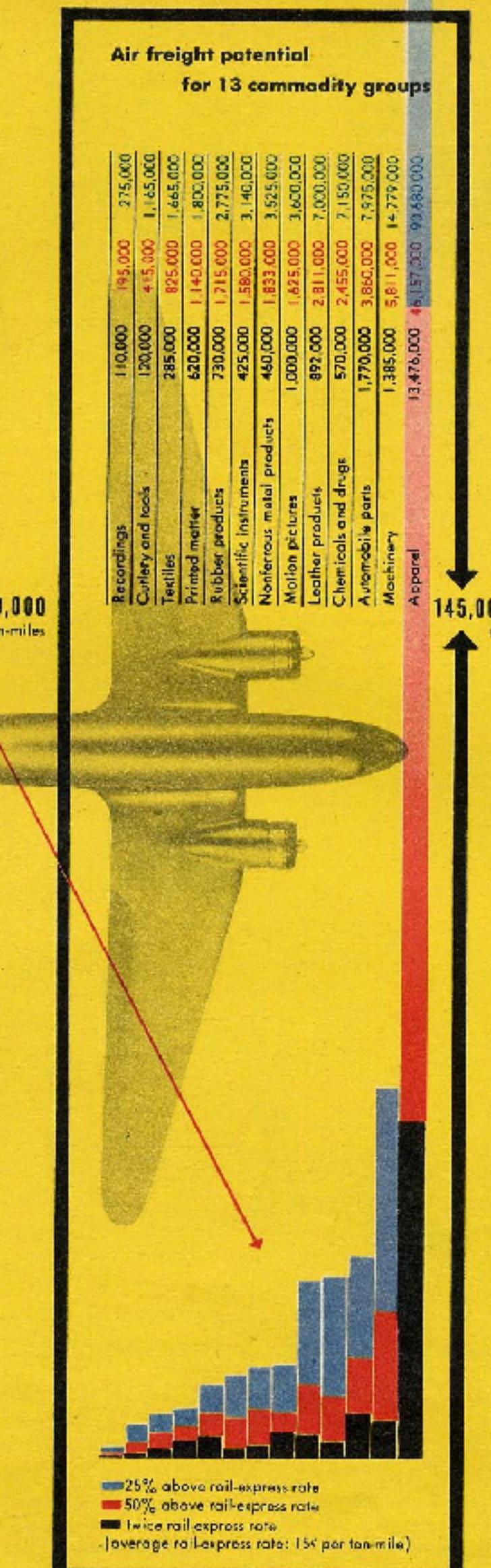
Unless a cargo carrier can average 65% loads, he had better quit. The curve at left, based on plausible costs per ton-mile, shows that the key to successful operation is to carry full loads.



In the war years, air express grew rapidly, despite high rates. Its 1945 volume, however, is less than 1% of rail-express traffic, shown in large bar above. Current rate reductions are shown below.



As air freight becomes competitive with rails, an increasing amount of rail express traffic will be diverted to air for greater speed. Future planeload rates may go as low as 10 cents a ton-mile.



Estimates of future volume based on three rates are made above for each commodity. Total potential volume at cheapest rate is 145 million ton-miles annually. (Estimate made by Air Cargo, Inc., and published in *Aviation News*.)



DESIGN: LESTER DEAN

The Ocean Shrinks

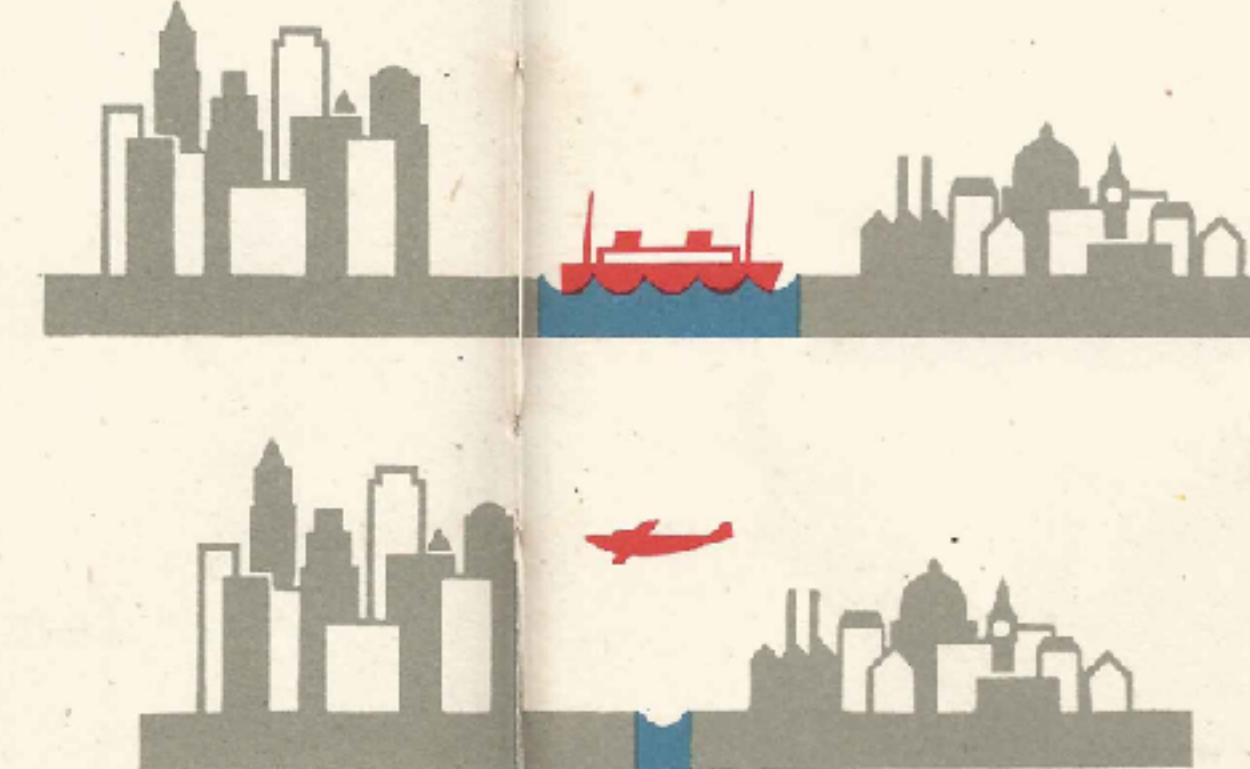
1800



1838



to-day

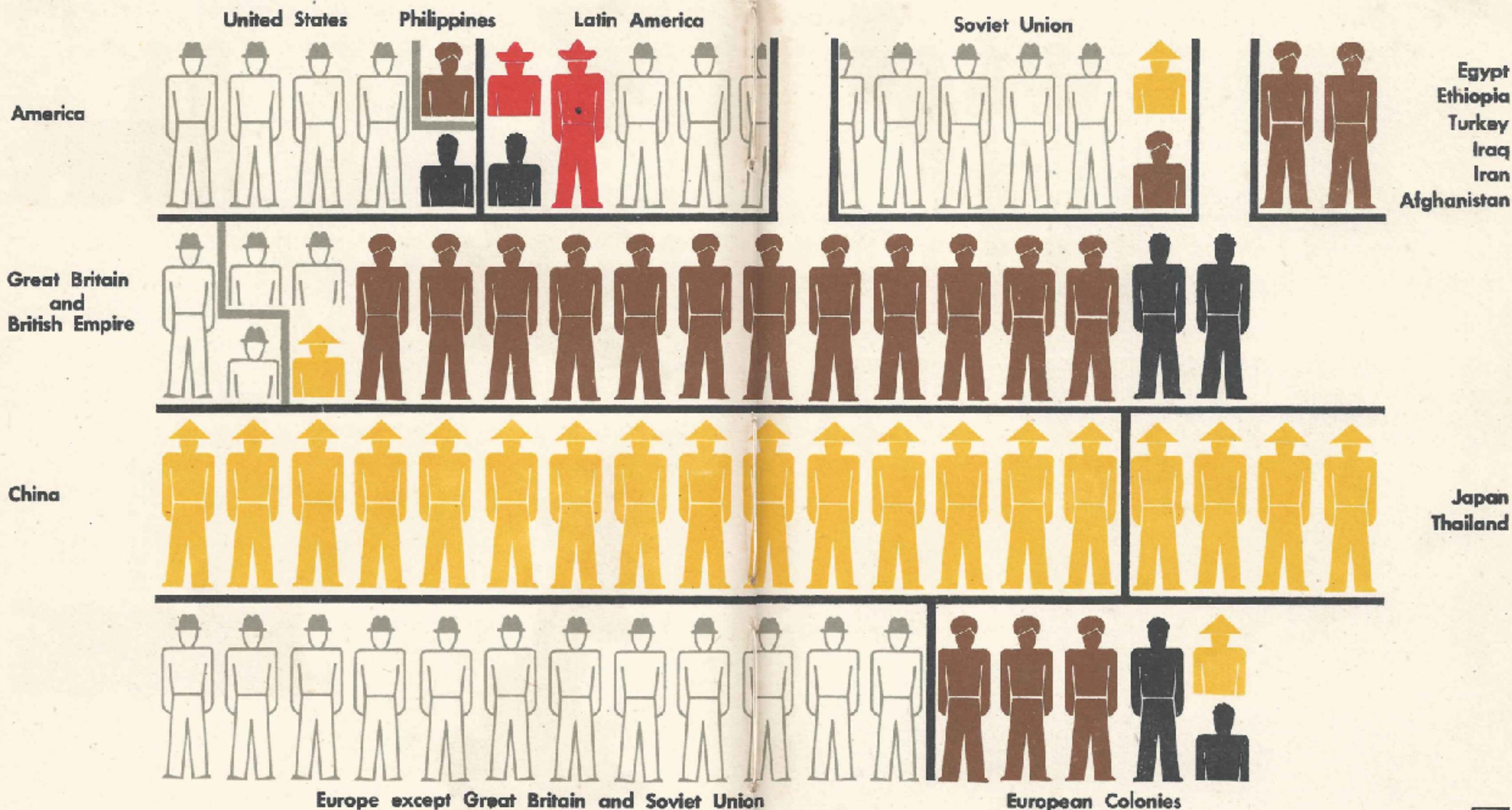


Each wave represents one day of travelling
between the United States and Great Britain

In one hundred and forty years the Atlantic has shrunk not a little, though there seems to be plenty of water about when you cross it by ship. Travelling time between Britain and America has decreased tremendously. Soon there will be excursions by air so that we shall be able to breakfast in London, lunch in New York, and dine in Chicago—or the other way round.

ISOTYPE

United States and Great Britain in the World

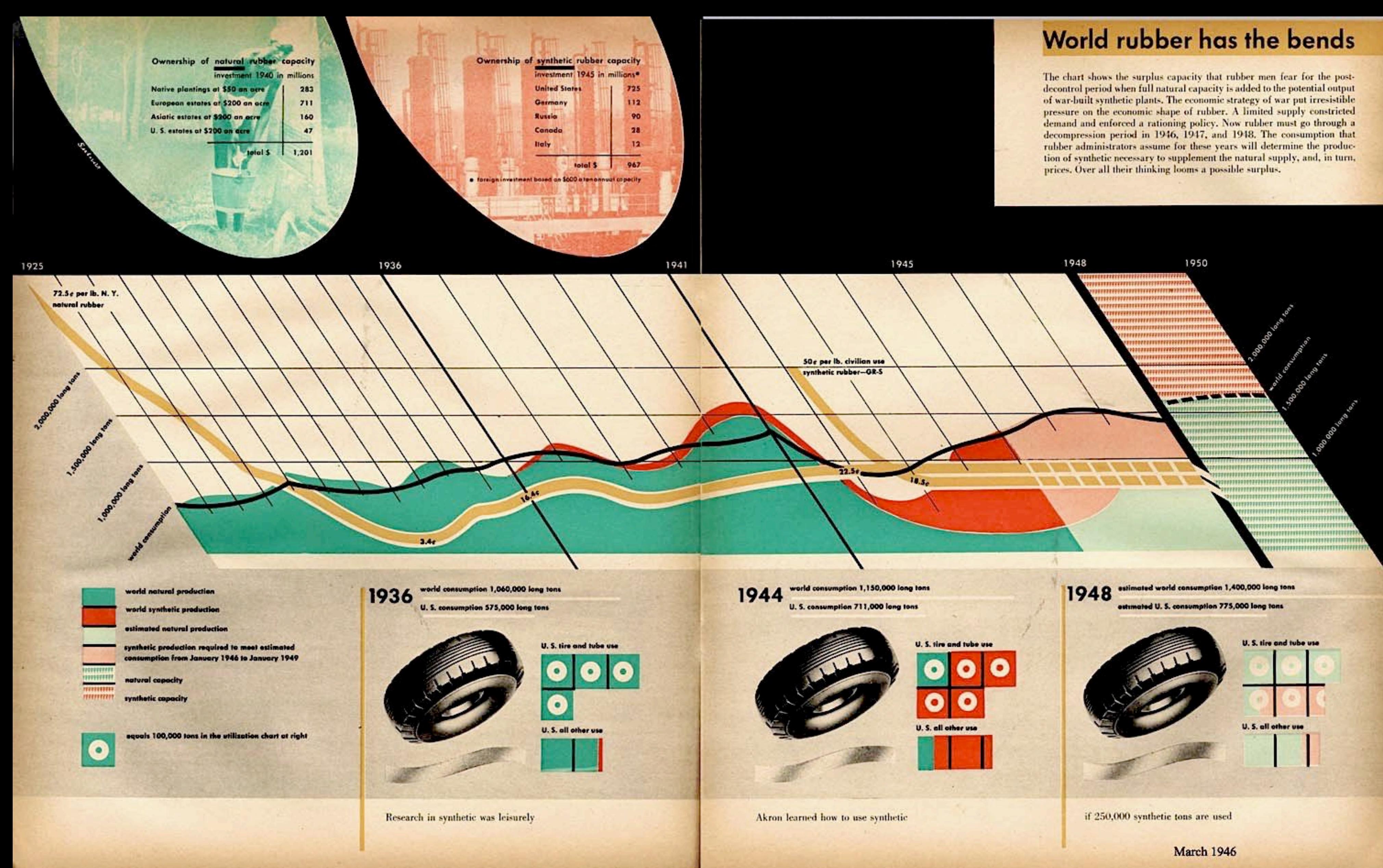


Each complete figure represents 30 million population

Here we are—the peoples of the world—black, white, yellow and brown. The man and a half in Latin America are Red Indians; there are so few left in the United States that it would be difficult to carve a man up small enough to show them. The brown men are mostly Indians. It is surprising to find that there are more Negroes in the British Empire than in the United States.

ISOTYPE





World rubber infographic designed for Fortune magazine in 1946 by Ladislav Sutnar [1897-1976]

for maximum tube life



selection factors

Maximum tube life is achieved by selecting the most suitable alloy to withstand best the operating conditions of a particular installation. Enumerated below are some major characteristics of the circulating media that influence tube deterioration. Each one should be considered carefully:

- ① velocity
- ② temperature
- ③ composition
- ④ dissolved or entrained air
- ⑤ suspended solids, sediment or marine growths
- ⑥ presence of ammonia

Photographs at the left illustrate the attack on condenser tubes operating under the respective conditions identified by numerals.

fabrication and engineering

Scovill condenser tubing is fabricated and engineered to provide easy installation and maximum tube life. Mill and laboratory controls produce highest quality tubing of the required size, gauge, length, roundness, concentricity and temper. The selector guide at the right shows the wide range of Scovill tube alloys designed to meet various operating conditions. Scovill offers the three engineering services outlined on back cover of this catalog to assist you in selecting suitable alloys for your specific application.

selector guide

alloy has served satisfactorily under the condition indicated

tube alloy	nominal chemical composition (per cent)	variable operating conditions					temperature	velocity
		fresh water (lakes, rivers)	salt or brackish water	steam or condensate	hydrogen sulphide and active sulphur compounds	weak mineral acids—acid mine water		
Muntz Metal	copper 60 zinc 40	●		●	●	●	●	●
Admiralty Metal	copper 70 zinc 29 tin 1	●	●	●	●	●	●	●
Phosphorized Admiralty Metal	copper 70 phosphorus 0.03 tin 1 zinc —remainder	●	●	●	●	●	●	●
Aluminum Brass	copper 76 aluminum 2 arsenic 0.04 zinc —remainder		●	●	●		●	●
Red Brass, 85%	copper 85 zinc 15	●		●	●	●	●	●
Phosphorized Copper	copper 99.90 min.	●		●	●	●	●	●
Arsenical Copper	copper 99.65 arsenic 0.35	●		●	●	●	●	●
80-20 Copper-Nickel	copper 80 nickel 20	●	●	●	●	●	●	●
70-30 Copper-Nickel	copper 70 nickel 30	●	●	●	●	●	●	●

Scovill Manufacturing Company

Nutrition Facts

Serving Size 30 g (1.1 oz)

Servings Per Container 3.3

Amount Per Serving

Calories 150 Calories from Fat 60

% Daily Value*

Total Fat 7g 11%

Saturated Fat 3.5g 18%

Trans Fat 0g

Cholesterol 0mg 0%

Sodium 0mg 0%

Total Carbohydrate 19g 6%

Dietary Fiber 2g 6%

Sugars 12g

Protein 2g

Vitamin A 0% • Vitamin C 0%

Calcium 0% • Iron 0%

* Percent Daily Values are based on a 2,000 calorie diet.

Calories per gram:

Fat 9 • Carbohydrate 4 • Protein 4

INGREDIENTS: white chocolate, popcorn, Sugar, canola oil, cinnamon, ground

“It’s a very unique specialty, a special kind of skill. It’s very easy to run off the road in terms of design... Every normal tool of a designer – color, photography, illustration – that’s all stripped away, and all we have is type.”

In this case, what we did with the original label is to use the dramatic difference between black and light fonts, between super bold and super light rules. Those act as organizing devices for the reader so they will slide right through that label.”

Burkey Belser, 1994



WINE LIST



CHAMPAGNE		RED WINE		BEERS ON TAP		285ml	570ml
POL ROGER BRUT NV, Epernay, France		120	OPAWA PINOT NOIR 2012, Marlborough, NZ	10	40	Hahn Premium Light 2.6%	4.5
			WATERSHED CABERNET MERLOT 2011, Margaret River, WA	9	35	Hahn Super Dry (Premium low carb) 4.6%	5
			PENLEY ESTATE GRYPHON MERLOT 2010, Coonawarra, SA	40		James Squire "The Chancer" Golden Ale 4.5%	5
SPARKLING			JIM BARRY THE COVER DRIVE CABERNET SAUVIGNON 2012, Coonawarra, SA	10	38	James Squire "One Fifty Lashes" Pale Ale 4.2%	5
LUCIEN ALBRECHT CREMANT NV, France	14	58	LATOUR CHARLEMAGNE MEDOC CABERNET SAUVIGNON 2011 Bordeaux, France	11	40		9
DUNES & GREENE CHARDONNAY PINOT NOIR BRUT NV, Angaston SA	8	30	DOMAINE TERLATO & CHAPOUTIER SHIRAZ VIognier 2010, Heathcote, VIC	40		BOTTLED BEERS & CIDER	
BLACK CHOOK SPARKLING SHIRAZ 2013, McLaren Vale, SA	9	30	PENLEY ESTATE CONDOR CABERNET SHIRAZ 2010, Coonawarra, SA	10	38	Corona Extra 4.5%	8
ANDREALO VERO PROSECCO EXTRA DRY NV, ITALY	12	45	UPPER REACH RESERVE SHIRAZ 2010, Swan Valley, WA	12	46	Kirin 5%	8.5
CASTILLO PERELADA CAVA BRUT RESERVA, Spain			CASTLE ROCK SHIRAZ 2010, Porongurup, WA	50		Birra Moretti 4.6%	8
SMALL ACRES DRY SPARKLING CYDER, (750 ml) Central West, NSW		38	MARQ CUT & DRY SHIRAZ 2011, Margaret River, WA	56		The Hills Apple Cider 5% (330ml)	8.5
WHITE WINE			BANNOCKBURN DOUGLAS (cabernet sauvignon, shiraz, merlot, pinot noir) 2009, VIC	45		The Hills Pear Cider 5% (330ml)	8.5
BROOKLEIGH CLASSIC WHITE 2007, Swan Valley, WA	8	28	TALIJANCICH GRACIANO 2009, Swan Valley, WA	40		Small Acres Dry Sparkling Cider 8.5% (750ml)	38
HILL SMITH ESTATE SAUVIGNON BLANC 2013, Eden Valley, SA	9	35	CASTELLO SAN SANO VIGNETO DELLA RANA CHIANTI 2011, Italy	10	38	COLD DRINKS	
TWIN ISLANDS SAUVIGNON BLANC 2013, Marlborough, NZ	9	35	LA SENDA ELEFANTE TEMPRANILLO 2011, Spain	9	35	Soft drinks (Coke, Sprite, Lift, Diet Coke, Ginger Ale, Soda Water, Tonic)	3
WATERSHED SAUVIGNON BLANC 2013, Margaret River, WA			VILLACAMPA ROBLE TEMPRANILLO 2012, Spain	40		Juices (Apple, Pineapple, Orange)	3.5
VASSE FELIX SAUVIGNON BLANC SEMILLON 2013, Margaret River, WA	8	30	YALUMBA THE STRAPPER GRENACHE SHIRAZ MATARO 2011 Barossa Valley, SA	9	35	Bundaberg Ginger Beer	4
CASTLE ROCK ESTATE TURRETTRIESLING [semi sweet] 2012, Great Southern, WA	8	30	LES COURTILES COTES DU RHONE GSM 2011, Rhone, France	38		Lemon, Lime and bitters	5
FOREST HILL ESTATERIESLING 2012, Great Southern, WA	9	35	LA VENDETTA PINOT GRIGIO 2012, Italy			Iced coffee, Iced Chocolate	5
UPPER REACH RESERVE CHARDONNAY 2012, Swan Valley, WA	10	40	UPPER REACH VERDELHO 2013, Swan Valley, WA			Milk Shakes	5
LA VENDETTA PINOT GRIGIO 2012, Italy	9	35				ANTIPODES mineral water:	
UPPER REACH VERDELHO 2013, Swan Valley, WA	8	32				500ml [available in sparkling only]	5
						1000ml [available in still & sparkling]	8
ROSE							
TALIJANCICH EBONY ROSE 2011, Swan Valley, WA	8	30	375 VASSE FELIX CANE CUT SEMILLON 2011, Margaret River, WA	10	40		
WATERSHED SHADES ROSE 2012, Margaret River, WA	8	30	YALUMBA MUSEUM RESERVE ANTIQUE TAWNY, Eden Valley, SA	12	65		
DOMINIQUE PORTET FONTAINE ROSE 2012, Yarra Valley, VIC			TALIJANCICH JULIAN JAMES RED LIQUEUR AGED 10 YEARS, Swan Valley, WA	12	68		
			TALIJANCICH JULIAN JAMES RESERVE MUSCAT 1961 SOLERO, Swan Valley, WA	16	95	TEA & COFFEE	4
			TALIJANCICH LIQUEUR VERDELHO, Swan Valley, WA	7	48		

Graphic Design

Considerations and qualities

Balance
Color
Contrast
Dimensionality
Grid
Harmony
Illustration
Imagery
Layout
Longevity
Proportion
Scalability
Shading
Shape
Structure
Texture
Typography

Grids

A very brief introduction

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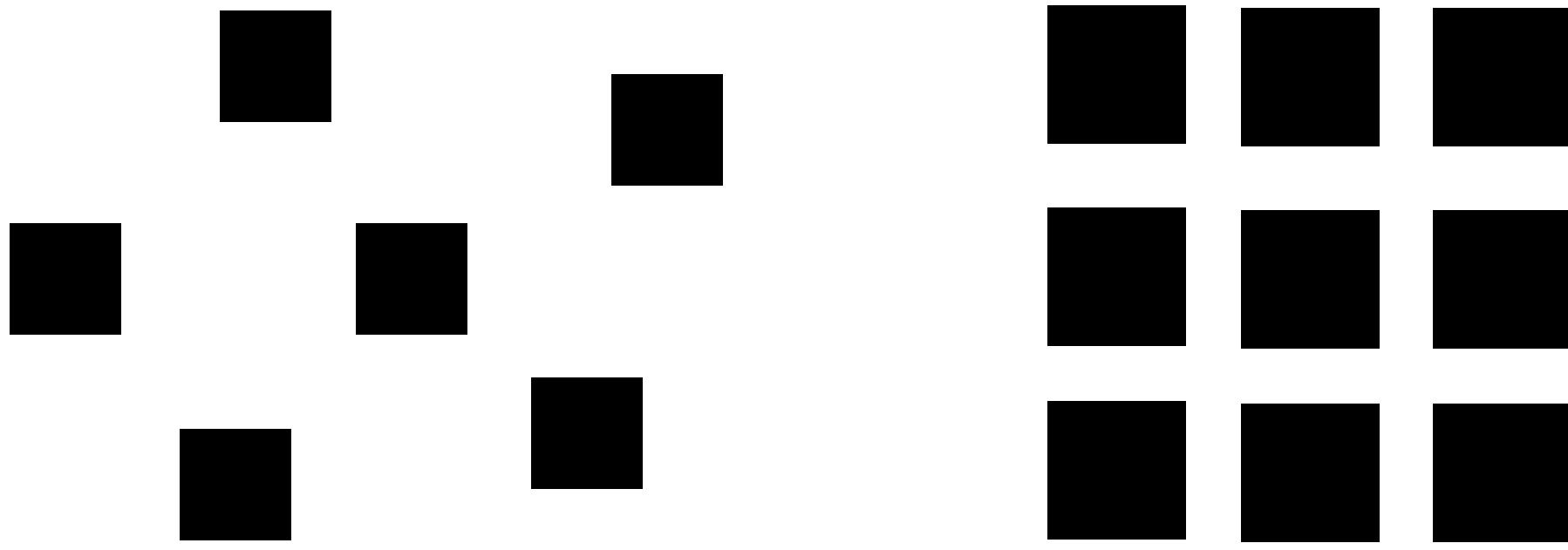
Nothing could be more useful to reach our intention than the Grid. The grid represents the basic structure of our graphic design.

– Massimo Vignelli, 1931-2014

Our brains naturally and unconsciously perceive patterns in what we see based on certain, specific rules.

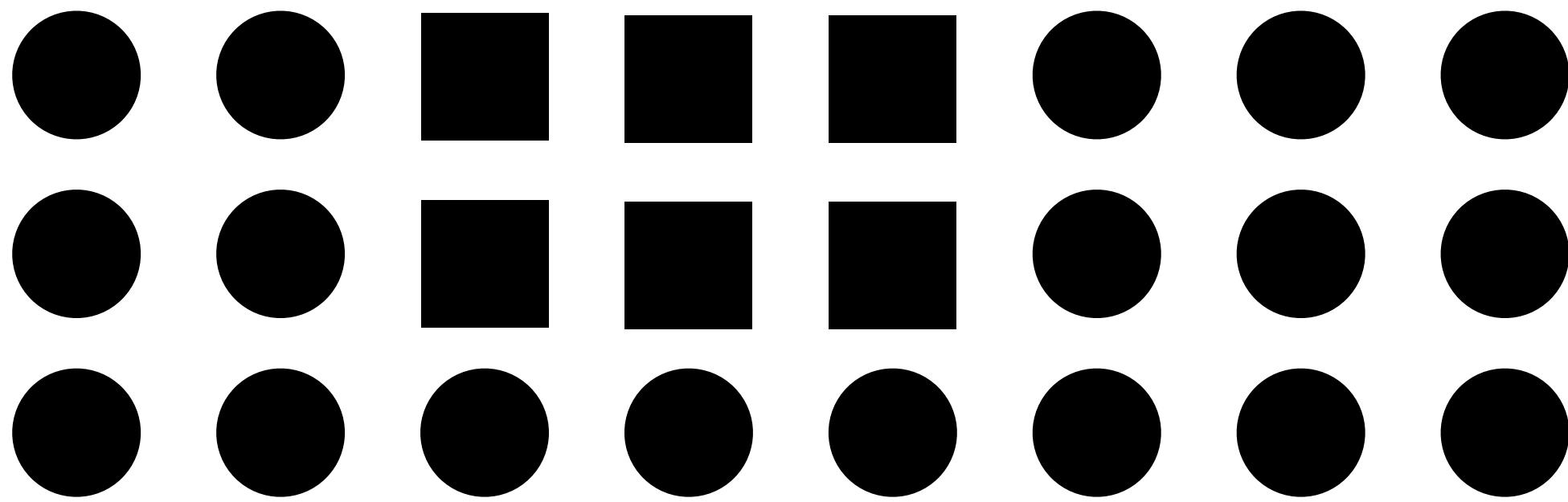
Gestalt Principles of Grouping

Proximity, similarity, closure, and continuity



Proximity

Objects shown together are perceived as a group.



Similarity

Objects with the same properties are perceived as a group.

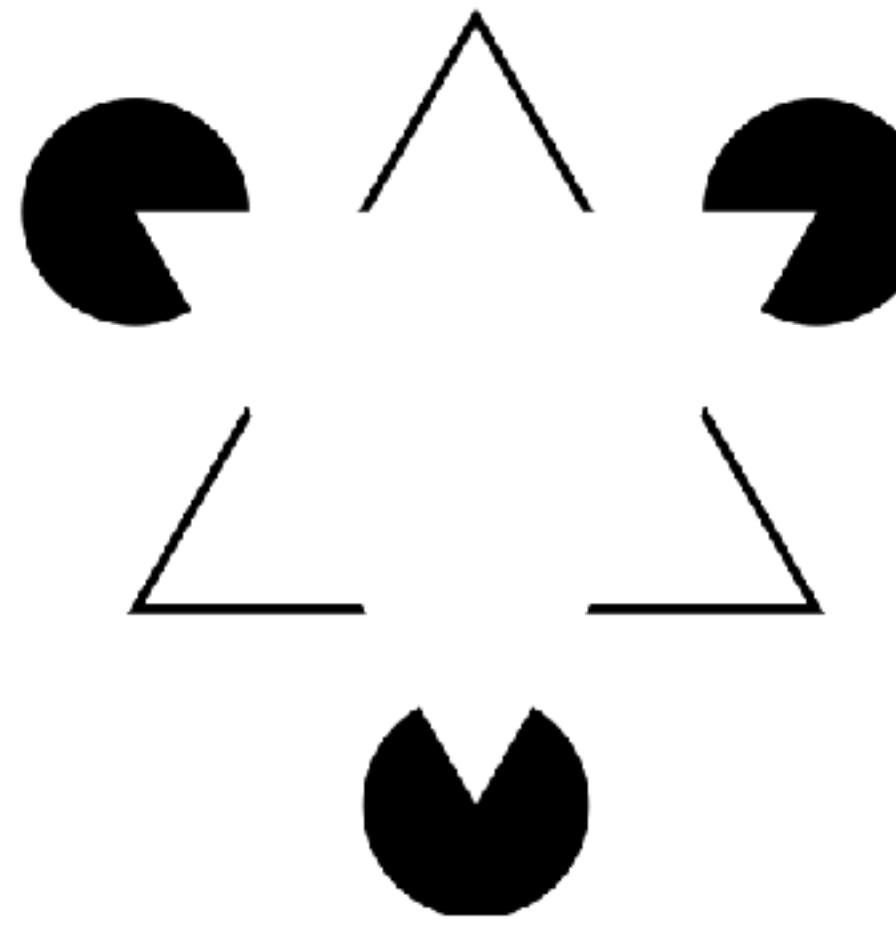


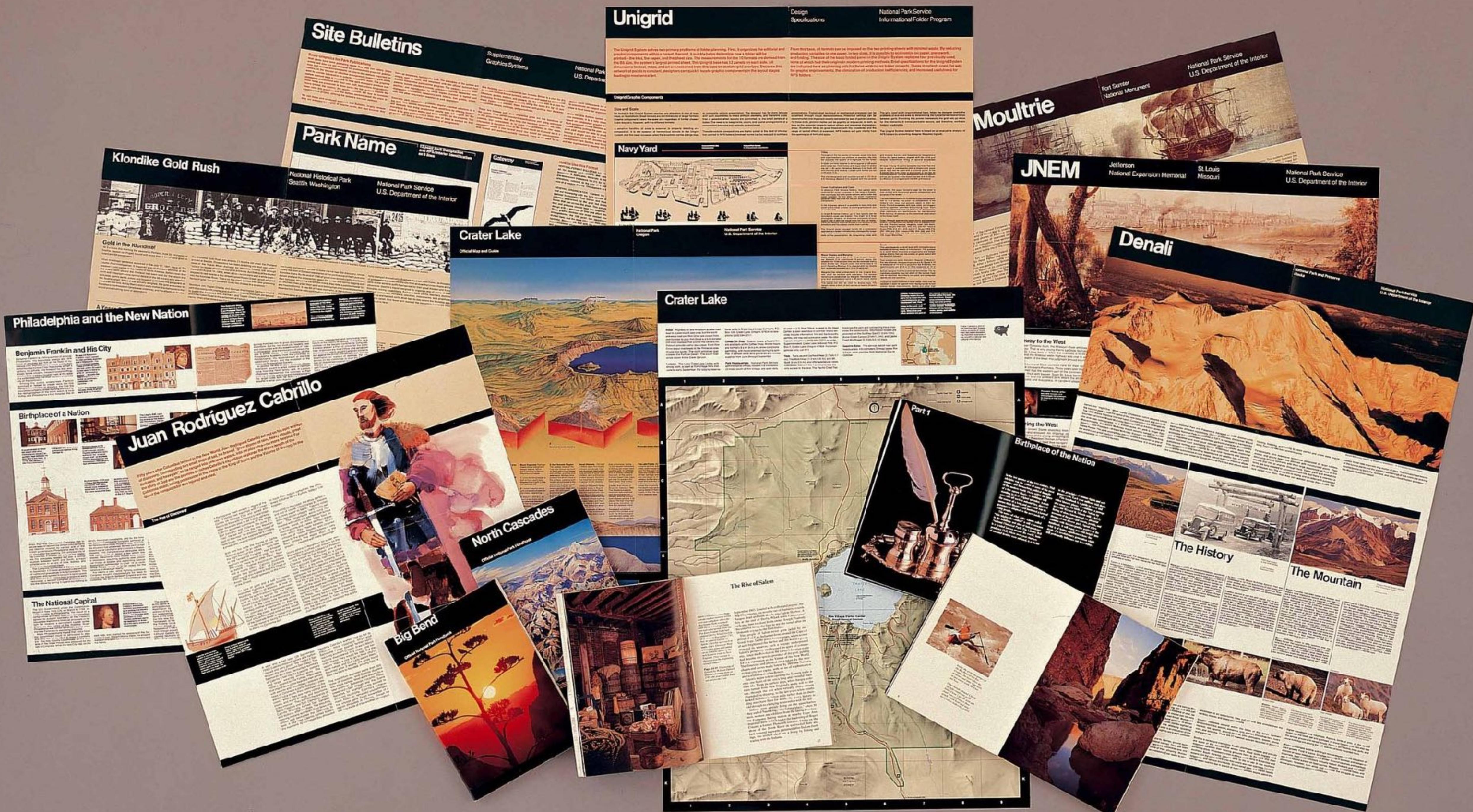
Closure

A shape is perceived as a whole even when it does not exist.

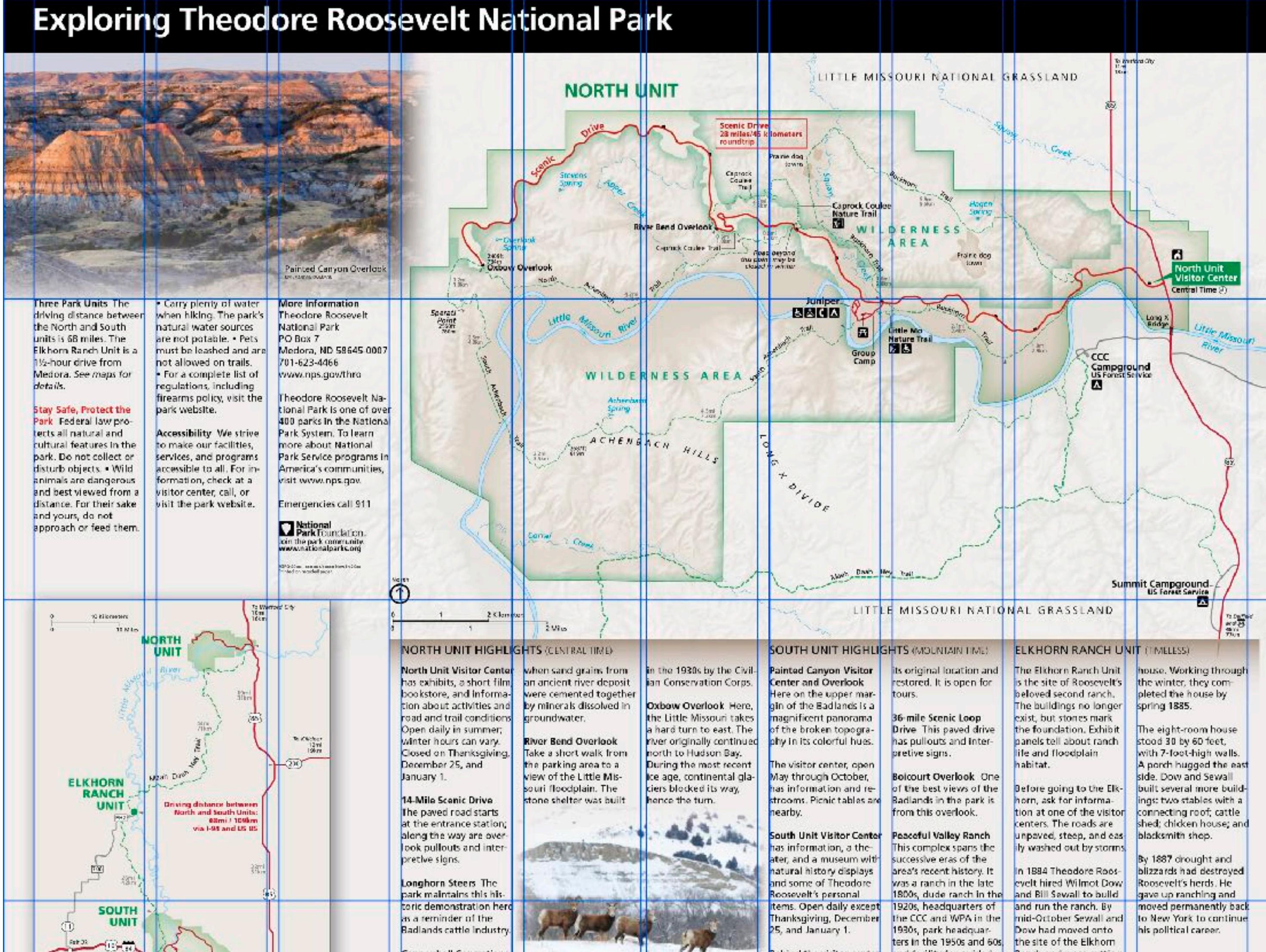
Continuity

Lines and curves are grouped according to their direction to create the perception of single uninterrupted objects.

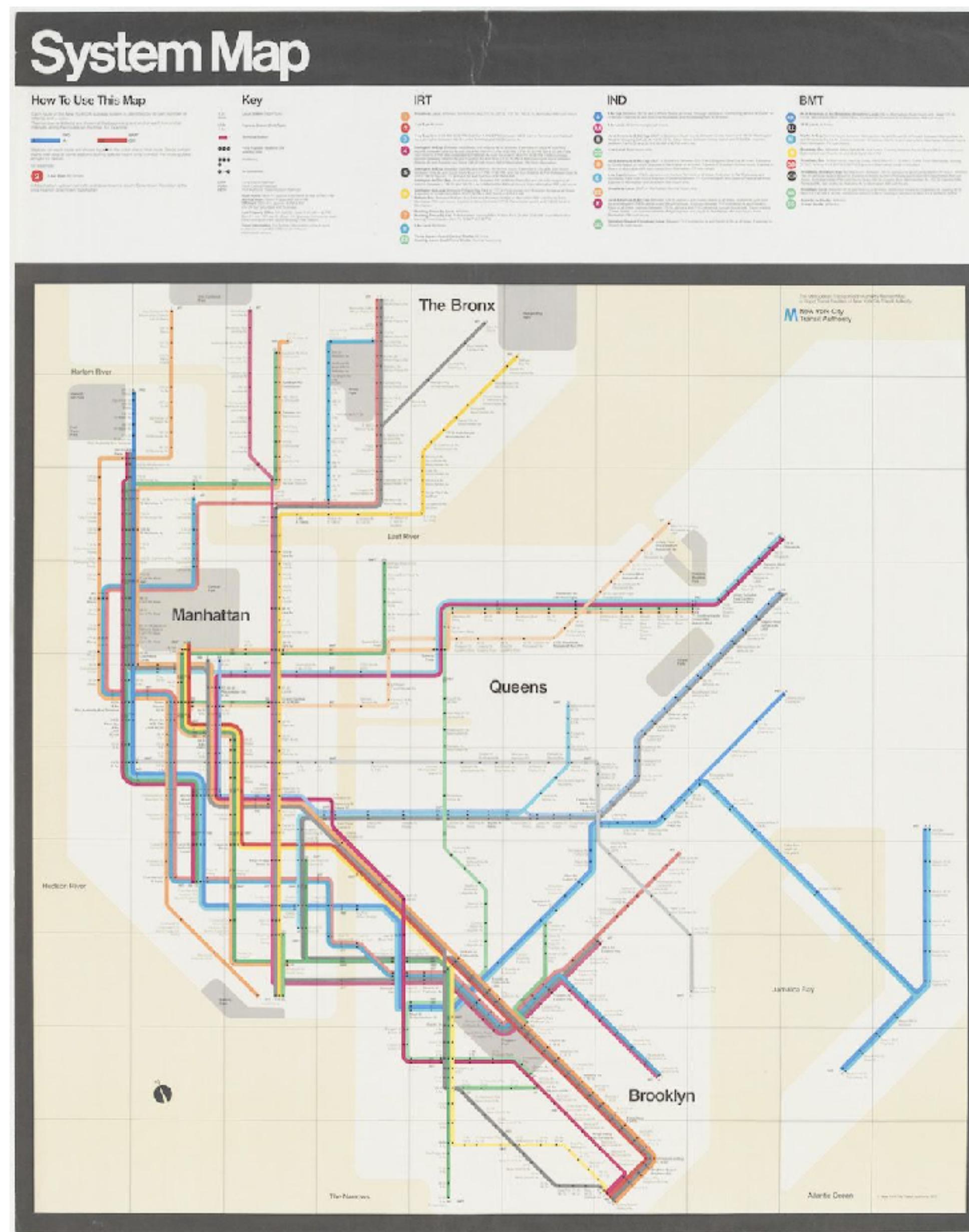




Exploring Theodore Roosevelt National Park



National Park System brochure design system designed in 1977 by Massimo Vignelli



*New York City Transit Authority Graphics Standard Manual designed in 1970.
New York City subway map designed in 1971.
Both by Massimo Vignelli.*

Examples of Grids

Play by the rules...

[Hide Grid](#)

The Grid System

The ultimate resource
in grid systems.

"The grid system is an aid, not a guarantee. It permits a number of possible uses and each designer can look for a solution appropriate to his personal style. But one must learn how to use the grid; it is an art that requires practice."
Josef Müller-Brockmann

Articles Tools Books Templates Blog Inspiration

[Compose to a Vertical Rhythm](#)

On the Web, vertical rhythm is contributed to by three factors: font size, line height and margin or padding. All of these factors must be calculated with care in order that the rhythm is maintained.

04.Dec.2008

[960 Grid System](#)

An effort to streamline web development workflow by providing commonly used dimensions, based on a width of 960 pixels. There are two variants: 12 and 16 columns, which can be used separately or in tandem.

04.Dec.2008

[Geometry of Design](#)

The book focuses on the classic systems of proportioning, such as the golden section and root rectangles, as well as systems such as the Fibonacci Series.

04.Dec.2008

[InDesign 8.5x11 Grid System \(12\)](#)

Adobe InDesign file with a grid system for an 8.5"x11" page that is divided into 12 columns and rows using the Rule of Thirds (Golden Ratio). Includes a 12pt baseline grid.

29.Nov.2008

[UX Magazine](#)

A well designed collaborative site, with a very nice grid structure, that focuses on user experience.

02.Dec.2008

[Ace Jet 170](#) [AisleOne](#) [Athletics](#) [BBDK](#) [Blanka](#) [Build](#) [Corporate Risk Watch](#) [David Airey](#) [Dirty Mouse](#) [Experimenta](#) [Experimental Jetset](#) [Form Fifty Five](#) [Grafik Magazine](#) [Grain Edit](#) [Graphic Hug](#) [Helvetica Film](#) [I Love Typography](#) [Lamosca](#) [magCulture](#) [Mark Boulton](#) [Minimal Sites](#) [Monocle](#) [Neubau](#) [NewWork](#) [OK-RM](#) [Original Linkage](#) [Robin Uleman](#) [SampsonMay](#) [Schmid Today](#) [September Industry](#) [Sonifyer](#) [Soulellis](#) [Subtraction](#) [Swiss Legacy](#) [Thinking for a Living](#) [This Studio](#) [Toko](#) [Visuelle](#) [Xavier Encinas](#)

[Incremental leading](#)

In editorial design, there is a technique used for sidenotes and boxouts that aligns to the baseline grid, or vertical rhythm. It's called incremental leading.

03.Dec.2008

[Applying Divine Proportion to Your Web Designs](#)

This article explains what is the Divine proportion and what is the Rule of Thirds and describes how you can apply both of them effectively to your designs.

01.Dec.2008

[Graph Paper by Konigi](#)

This graph paper is made for visual designers, interaction designers, and information architects. You'll find styles for wireframing, story boarding, plotting values and for drafting sitemaps.

03.Dec.2008

[The Typographic Grid](#)

We consider this to be the academic part two to "Grid Systems." Hans Rudolf Bosshard tackles a deeper understanding of the complex grid.

30.Nov.2008

[InDesign 11x17 Grid System \(12\)](#)

Adobe InDesign file with a grid system for an 11"x17" page that is divided into 12 columns and rows using the Rule of Thirds (Golden Ratio). Includes a 12pt baseline grid.

29.Nov.2008

[Doane Paper Utility Notebook](#)

A portable notebook featuring a patent pending Grid+Lines stationery design that combines the benefits of grid and ruled lines onto a single sheet of paper.

28.Nov.2008

[Syncotype](#)

Syncotype is a simple tool to help align your text to a baseline grid. Enter your line height and offset in pixels in the Syncotype control box and click "Syncotype it" to overlay a baseline grid in red.

01.Dec.2008

[Grid Systems](#)

Grid Systems provides a rich, easy-to-understand overview and demonstrates a step-by-step approach to typographic composition.

21.Nov.2008

[Photoshop 975px Grid System \(12\)](#)

Adobe Photoshop file with a grid system for a 975px wide page that is divided into 12 columns and rows using the Rule of Thirds (Golden Ratio). Includes a 16px baseline grid.

29.Nov.2008

[Replica Typeface](#)

Replica is a new typeface designed on a strict grid system. Available in the following weights: Regular, Italic, Light, Light Italic, Bold and Bold Italic.

21.Nov.2008

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[Year of the Sheep](#)

Default / Browser

Viewport: 1024x768 - Grid Width 140

12 My Account enter search terms

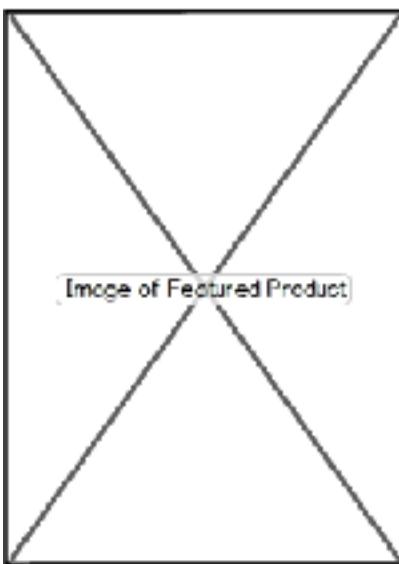
A Big Title

Home Event Accessories Apparel Featured Items

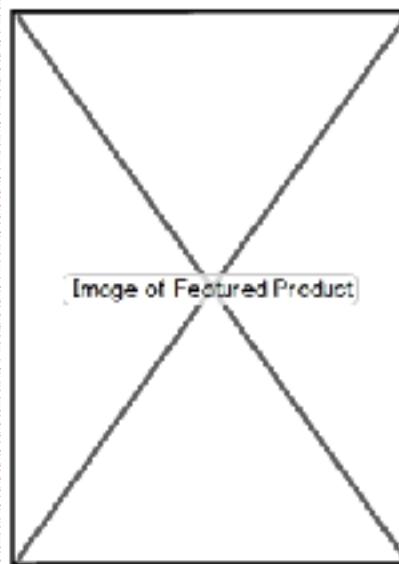
Image Gallery of Featured Products

Intro Copy Headline

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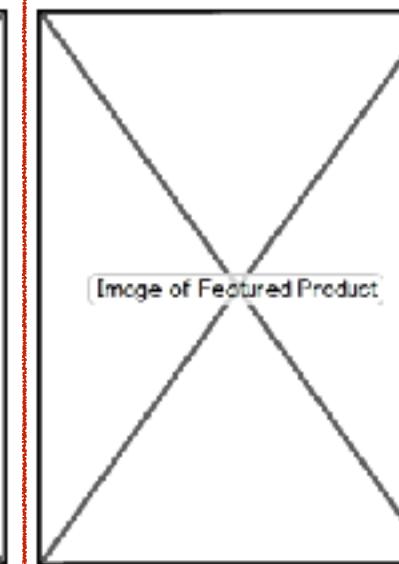
Item Title
Item Category
\$88.00



Item Title
Item Category
\$88.00



Item Title
Item Category
\$88.00



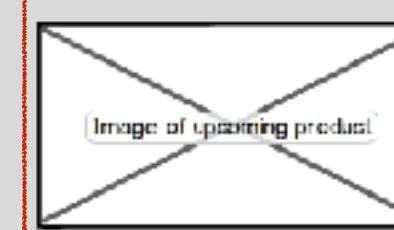
Item Title
Item Category
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Quick Links
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Announcements / Promoted Content

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Coming Soon



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Tablet Portrait

Viewport: 768x1024 - Grid Width 72

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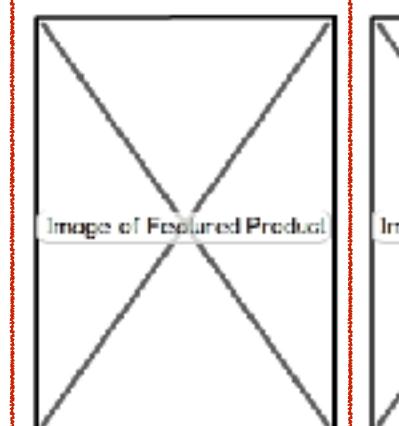
A Big Title

Home Event Accessories Apparel Featured Items

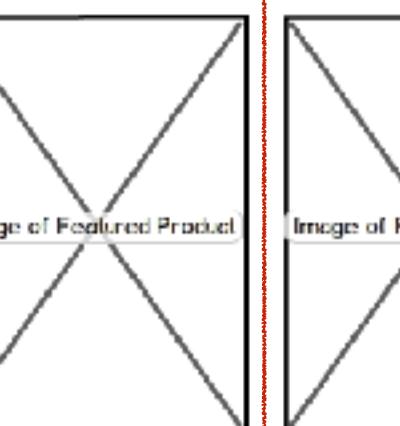
Image Gallery of Featured Products

Intro Copy Headline

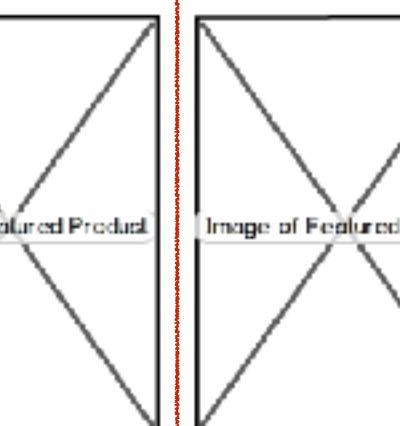
Item ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



Item Title
Item Category
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Item Title
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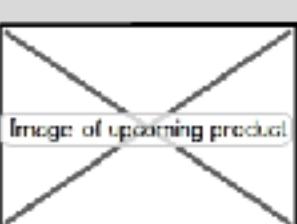
Item Title
Item Category
\$88.00

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Announcements / Promoted Content

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Coming Soon



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Smartphone

Viewport: 320x480 - Grid Width 28

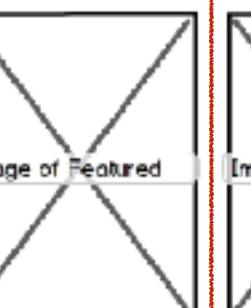
12 My Account enter search terms

A Big Title

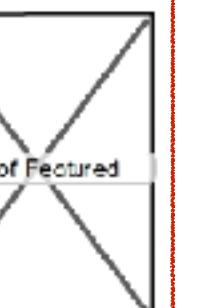
Home

Intro Copy Headline

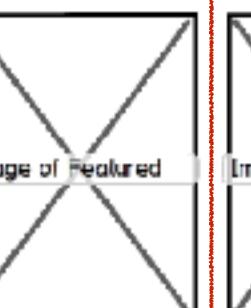
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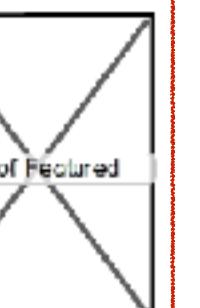
Item Title
Item Category
\$88.00



Item Title
Item Category
\$88.00



Item Title
Item Category
\$88.00

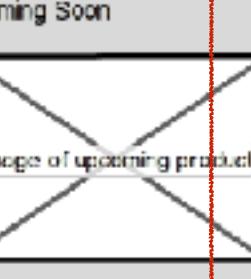


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Item Category
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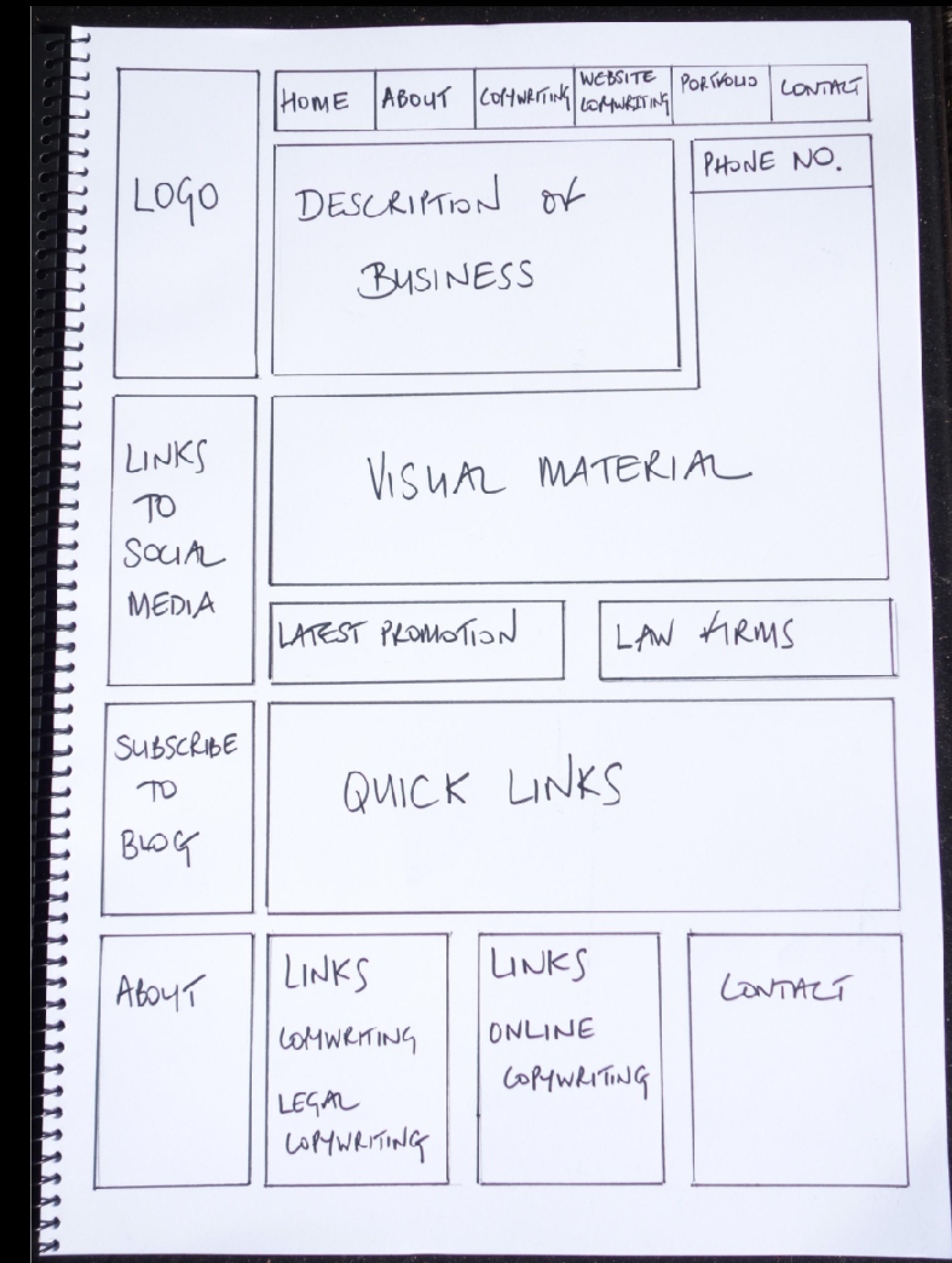
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Announcements / Promoted Content

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A grid is like underwear, you wear it but
it's not to be exposed.

– Massimo Vignelli, 1931-2014

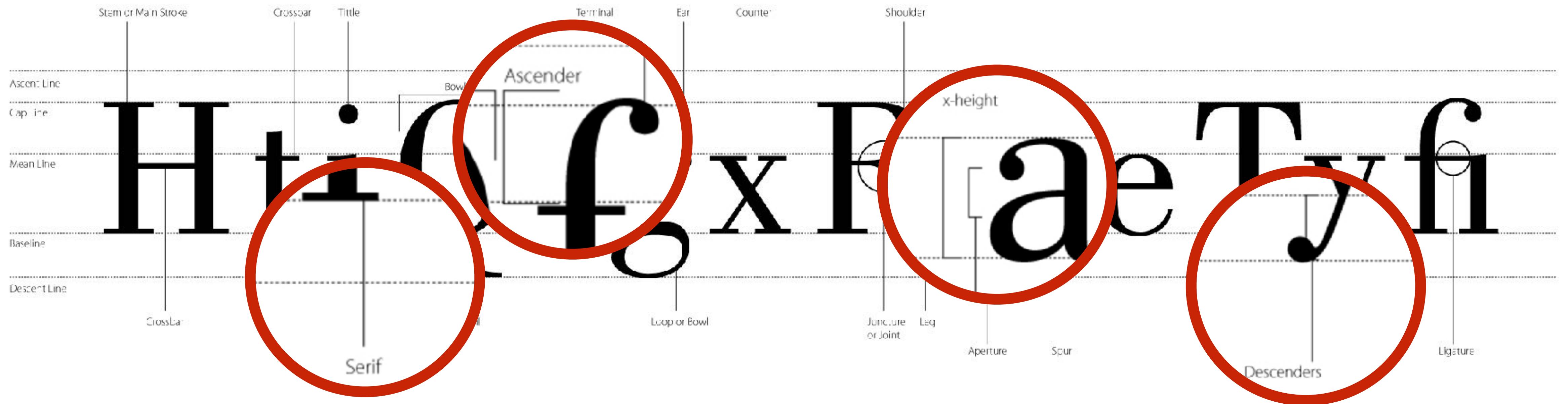
Typography

A very, Very, VERY brief introduction

Typographic Terms

Specifying type

*Alignment
em-space
Font
Indents
Kerning
Leading
Ligatures
Line length
Ornaments
Outdents
Point-size
Spacing
Tabs
Tab leaders
Typeface
Weight
x-height*



ANATOMY *of* A TYPE

Univers

Adrian Frutiger - 1957

Neo-grotesk sans serif typeface. It contains a better spacing between characters than Helvetica, it's main competitor, this brings it more readability features. It has very geometric proportions: the x height it's approximately 2.5 times the descenders height and the top line measure equals the Caps height.

Type Family

Univers has 27 fonts in total based on variations in width, weight and style.

Light

Design

Univers Roman (55)
Univers Light (45)
Univers Light Oblique (45)

Condensada

Design

Univers Roman (55)
Univers Condensed (57)
Univers Con Oblique (57)

Bold

Design

Univers Roman (55)
Univers Bold (67)
Univers Bold Oblique (67)

Extended

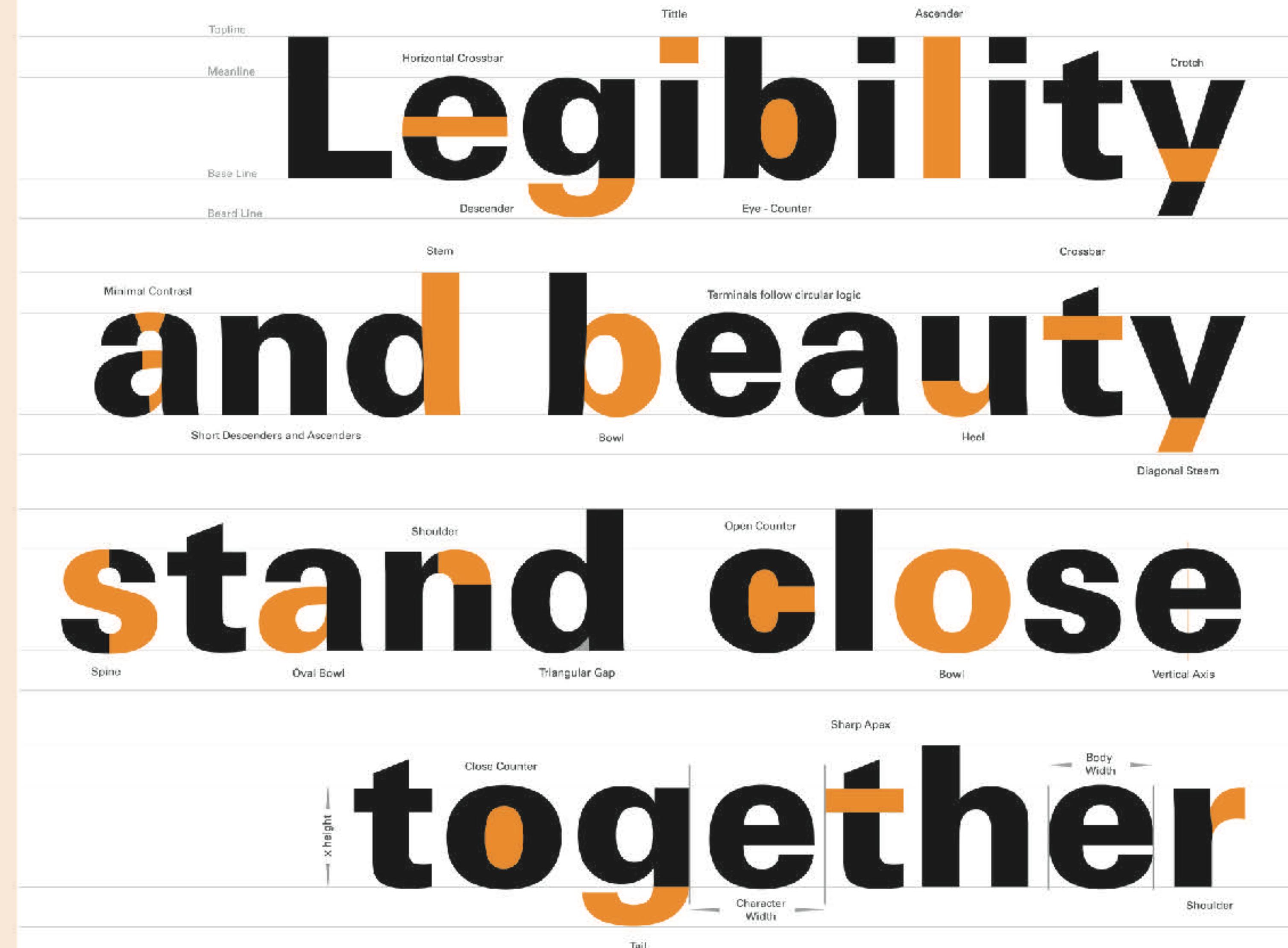
Design

Univers Roman (55)
Univers Extended (53)
Univers Ext Oblique (53)

Black

Design

Univers Roman (65)
Univers Black (75)
Univers Blc Oblique (75)



Periodic Table of Typefaces

Popular, Influential, & Notorious

H Helvetica 1 sans-serif Grotesque Walter Edge 1957	F Futura 2 sans-serif Grotesque Paul Renner 1927
U Univers 4 sans-serif Grotesque Adler Frutiger 1954	Ak Akzidenz-Grotesk 5 sans-serif Grotesque Hermann Zapf 1896-1979
Bg Bell Gothic 16 sans-serif Grotesque Chauncey H. Griffith 1948	Fg Franklin Gothic 27 sans-serif Grotesque Morris F. Benton 1949
In Interstate 31 sans-serif Grotesque Tobias Frere-Jones 1922	Di DIN 40 sans-serif Grotesque Ludwig Olfert 1925
St Stone 21 serif Romance Guy Debord 1927	Th Thesis 26 serif Romance Lucas de Gruyter 1924
R Rotis 30 serif Romance Oskar Schöner 1960	T Times 7 serif Romance Eric Gill 1921
Tr Trinité 17 serif Romance John Baskerville 1750	Ba Baskerville 19 serif Romance John Baskerville 1750
G Garamond 6 serif Romance Clara Caselli 1780	C Caslon 10 serif Romance W. Caslon 1725
M Minion 11 serif Romance Desiatnikov 1900	L Lucida 12 serif Romance Charles Edward 1960
F1 Fleischmann 15 serif Romance Donald Knuth 1963	Da Dax 75 sans-serif Humanist Erik Spiekermann 1987
Ts Today Sans 78 sans-serif Humanist Erik Spiekermann 1996	If Info 87 sans-serif Humanist Erik Spiekermann 1996
Go Gotham 60 sans-serif Decorative Tobias Frere-Jones 2001	W Walbaum 44 serif Gothic Ludwig Walbaum 1930
Lg Letter Gothic 54 sans-serif Grotesque Peter M. Neumann 1958	Av Avenir 58 sans-serif Grotesque Emil Bertling 1988
Of Officina 38 serif Decorative Eduard Hoffmann 1922	Sc Scala 49 serif Decorative Eduard Hoffmann 1922
Bs Base 68 serif Decorative Eduard Hoffmann 1922	Ar Arnhem 57 serif Decorative Peter M. Neumann 1958
Le Lexicon 73 serif Decorative Peter M. Neumann 1958	Sr Scotch Roman 23 serif Decorative Peter M. Neumann 1958
Sa Sabon 28 serif Decorative Peter M. Neumann 1958	Be Bembo 34 serif Decorative Peter M. Neumann 1958
J Jenson 35 serif Decorative Peter M. Neumann 1958	Gr Grafico Classico 36 serif Decorative Peter M. Neumann 1958
Gc Garamond Classics 37 sans-serif Humanist Peter M. Neumann 1958	Ch Cheltenham 90 sans-serif Humanist Peter M. Neumann 1958
Am Amplitude 91 sans-serif Humanist Peter M. Neumann 1958	Bc Bell Centennial 96 sans-serif Decorative Peter M. Neumann 1958
N Neutraface 25 sans-serif Grotesque Peter M. Neumann 1958	Ma Matrix 48 serif Gothic Ludwig Walbaum 1930
Tg Trade Gothic 66 sans-serif Grotesque Jan Tschichold 1924	Ng News Gothic 100 sans-serif Grotesque Moritz Fuller-Berger 1945
Fe Fedra 62 serif Europa Peter M. Neumann 1958	Q Quadrata 99 serif Europa Peter M. Neumann 1958
Cl Clarendon 43 serif Europa Peter M. Neumann 1958	Ro Rockwell 53 serif Europa Peter M. Neumann 1958
Io Ionic No. 5 80 serif Europa Peter M. Neumann 1958	Sw Swift 41 serif Europa Peter M. Neumann 1958
A Aldine 42 serif Europa Peter M. Neumann 1958	K Kis 52 serif Europa Peter M. Neumann 1958
Pa Palatino 64 serif Europa Peter M. Neumann 1958	Cb Cooper Black 76 serif Europa Donald W. Cooper 1961
Sp Spectrum 88 serif Europa Peter M. Neumann 1958	Po Proforma 89 serif Europa Janet Klimmt 1984
CG Copperplate Gothic 94 serif Europa Peter M. Neumann 1958	TA TRAJAN 25 serif Europa Moritz Fuller-Berger 1945
Ce Century 50 serif Gothic Ludwig Walbaum 1930	Ta TA 86 serif Europa Moritz Fuller-Berger 1945
Oc OCR 24 sans-serif Display Dorothy-type 1955	Ci Chicago 45 sans-serif Display Günther Gensler 1961
P Peignot 46 sans-serif Display AW-Gensler 1960	Da Oakland 92 sans-serif Display Zauri Lloca 1995
Bl Blur 97 sans-serif Display Hans-Götz 1992	Eg Egyptian 61 sans-serif Display André Götz 1992
Co Courier 63 sans-serif Display Hans-Götz 1992	Mm Memphis 79 sans-serif Display Peter M. Neumann 1960
Ca Caecilia 84 sans-serif Display Peter M. Neumann 1960	Hü Hünenberg 8-42 33 sans-serif Display Johannes Gütersloh 1924
Gf Schabach Fraktur 39 sans-serif Display Johannes Gütersloh 1924	Uf Unger Fraktur 56 sans-serif Display Albert Unger 1924
Ag Garamond Script 59 sans-serif Display Wolfgang Högl 1911	Mg Möller Fraktur 67 sans-serif Display Johann G. Möller 1923
Vf Breitkopf Fraktur 82 sans-serif Display Johann G. Möller 1923	Wf Weber Fraktur 85 sans-serif Display Ferdinand Wehr 1923
Wg Wolff Fraktur 86 sans-serif Display Ferdinand Wehr 1923	Rs Ritter Fraktur 93 sans-serif Display Ferdinand Wehr 1923
fs Jens Berndt Rößell 98 sans-serif Display Ferdinand Wehr 1923	

Symbol
Typeface
Designer(s) Year Designed

*Ranking determined by sorting and combining lists and opinions from the following sites:

The 100 Best Fonts Of All Time - <http://www.100besteschriften.de/>

(to include top ten personal favorites from designers Jan Middendorp [dorpdaal.com], Roger Black [rogerblack.com],

Bertram Schmidt-Friedrichs [tdc.org], Stephan Coles [typographica.org], Veronica Elsner [www.fontshop.com/fonts/foundry/elsner_fiske/],

Ralf Herman [opentype.info] and Claudia Gumiński [fontshop.com])

Paul Shaw's Top 100 Types survey - <http://www.tdc.org/reviews/typelist.html>

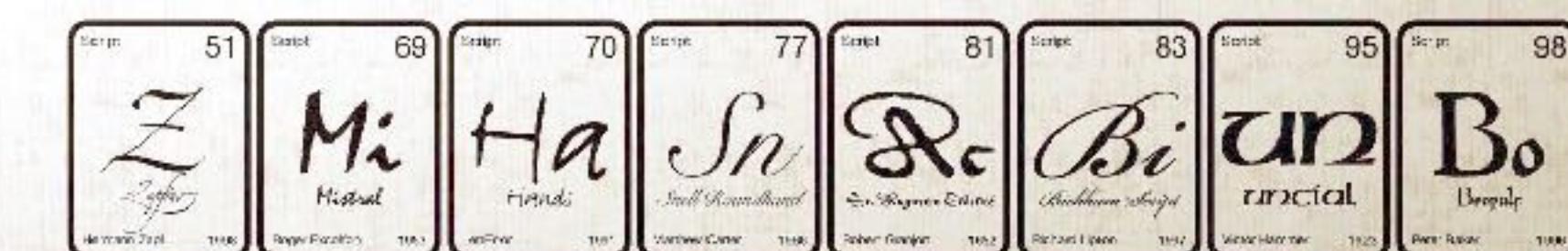
21 Most Used Fonts By Professional Designers - <http://www.instantshift.com/2008/10/05/21-most-used-fonts-by-professional-designers/>

Top 7 Fonts Used By Professionals In Graphic Design - <http://justcreativedesign.com/2008/09/23/top-7-fonts-used-by-professionals-in-graphic-design-2/>

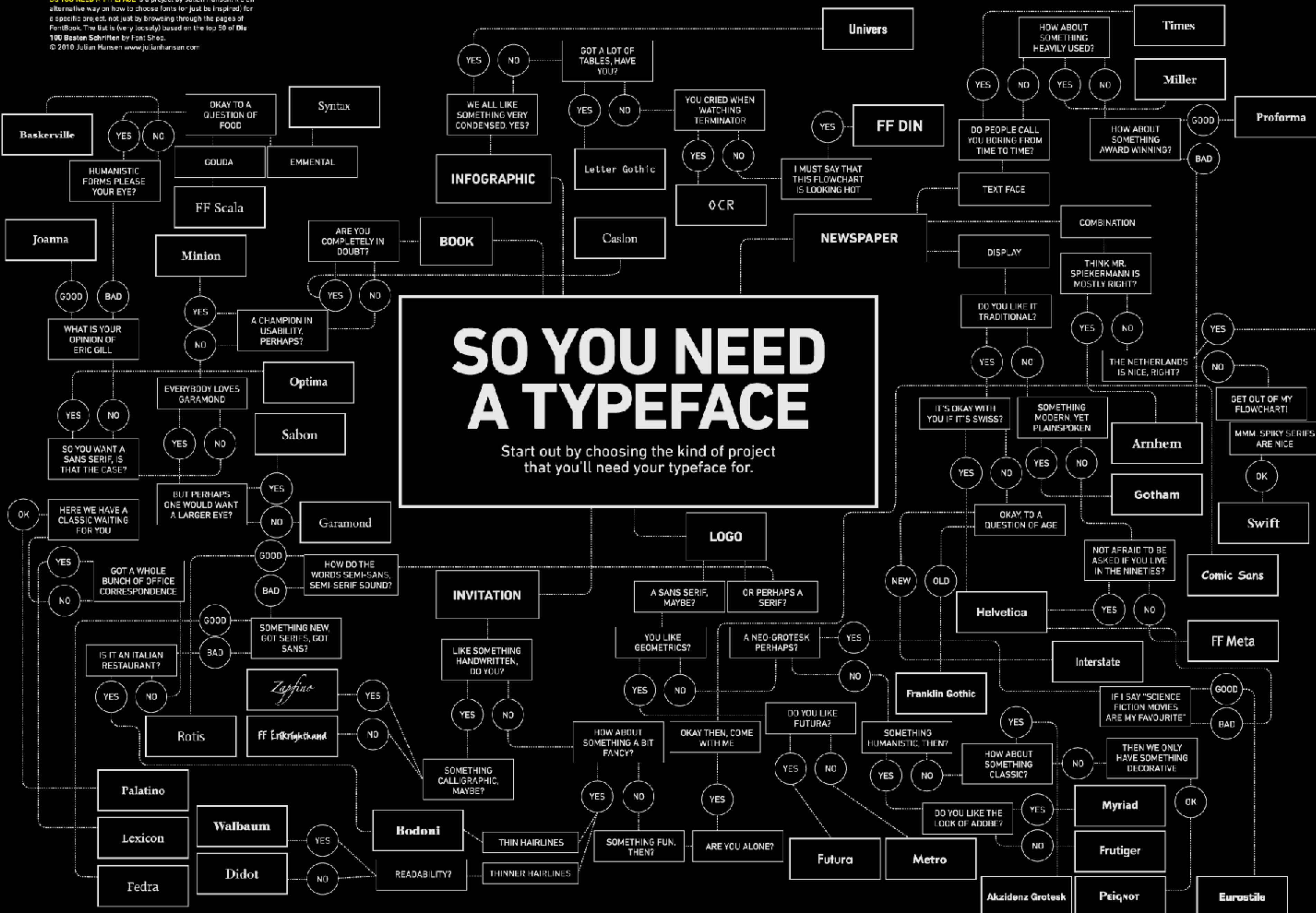
30 Fonts That ALL Designers Must Know & Should Own - <http://justcreativedesign.com/2008/03/02/30-best-font-downloads-for-designers/>

Typefaces no one gets fired for using - <http://www.cameronmoll.com/archives/001168.html>

(to include all serious and reasonable opinions stated in the comments section)



SO YOU NEED A TYPEFACE is a project by Julian Hansen. It's an alternative way on how to choose fonts (or just be inspired) for a specific project, not just by browsing through the pages of FontBook. The list is (very loosely) based on the top 50 of *Die 100 Besten Schriften* by FontShop.
© 2010 Julian Hansen www.julianhansen.com



“With type as with philosophy, music and food, it is better to have a little of the best than to be swamped with the derivative, the careless, the routine.”

– Robert Bringhurst

Elements of Typographic Style, 1996

Showdown at the printers!!!

Most designers, however, favor Franklin Gothic over News Gothic in their work.

BREAKING NEWS
1902
AMERICAN TYPE
FOUNDERS

FRANKLIN GOTHIC

Morris Fuller Benton

The Life

Rising spent his first eleven years of his life as an only child, the son of a printer and engraver. He was born in 1865 in New Haven, Connecticut. His father, John, was a man of a large family (the 10th of three sons) and he did not have any brothers or sisters. He died when Morris was only 10 years old. Morris' mother, Mary, was a widow and she had to support her family on her own. She was a woman of great strength and determination. She worked hard to support her family and to give her children a good education. She taught them to read and write, and to do arithmetic. She also taught them to be kind and honest. She was a very strict mother, but she was also a very loving mother. She taught them to be good people and to always do the right thing.

The Legacy

Together, John and Mary spent most of their lives working in the printing industry. They were both very hard-working and dedicated to their work. They worked long hours, but they never gave up. They believed in the importance of education and they always made sure that their children received a good education. They also believed in the importance of family and they always made sure that their children had a strong sense of family.

**NECESITY
IS THE MOTHER OF
INVENTION**

More than 100 years after its design, Franklin Gothic remains one of the most popular and widely used typefaces. It's bold, clean, and modern, making it perfect for a wide range of applications. Whether you're looking for a classic serif font or something more modern, Franklin Gothic has got you covered.

Features

Franklin Gothic has thousands of characters, including a large number of weights, ligatures, and special characters. It's a versatile font that can be used in a variety of ways, from headings to body text. It's also available in a wide range of styles, including bold, italic, and regular.

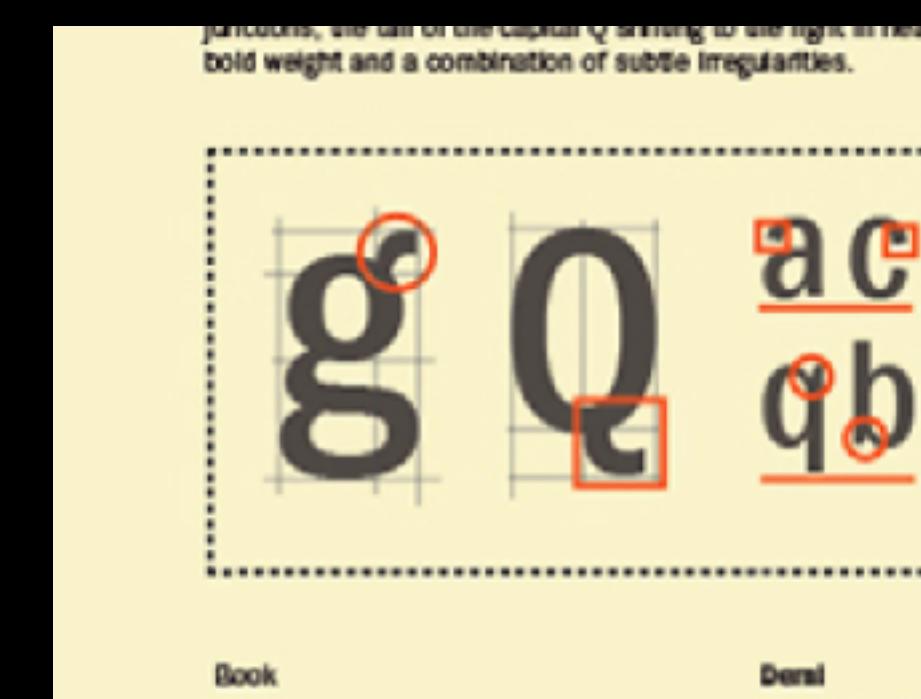


MoMA
Museum of Modern Art
1964
"a hybrid digital
soulless version"

**ROCKY
BALBOA**
MOVIE POSTER
TIME MAGAZINE | Bank of America
STARBUKS THE DARK KNIGHT

Franklin Gothic can successfully cover a high range of tasks

"While some types come and go, Franklin Gothic goes on forever."



Book

Dots

48 POINT

TYPOgraph

36 POINT

JEWISH Journal

30 POINT

E. E. EMERY CO.
Dr. C. E. Blanchard

24 POINT

THE LABOR RECORD
The Republic Steel Corp.

18 POINT

THE MOTOR FINANCE CO.
The Kohler Dry Cleansing Co.

12 POINT

THE UNITED STATES FURNACE CO.
The Willys-Knight Henderson-Overland Co.

10 POINT

YOUNG WOMEN'S CHRISTIAN ASSOCIATION
The Myers Laundry and Dry Cleaning Company

8 POINT

THE YOUNGSTOWN ARC ENGRAVING COMPANY
Please Follow This Style of Display as Closely as Possible.

PO

C. E.

grap

typographica.org/typography-books/the-elements-of-typographic-style-4th-edition/

Ads via The Deck



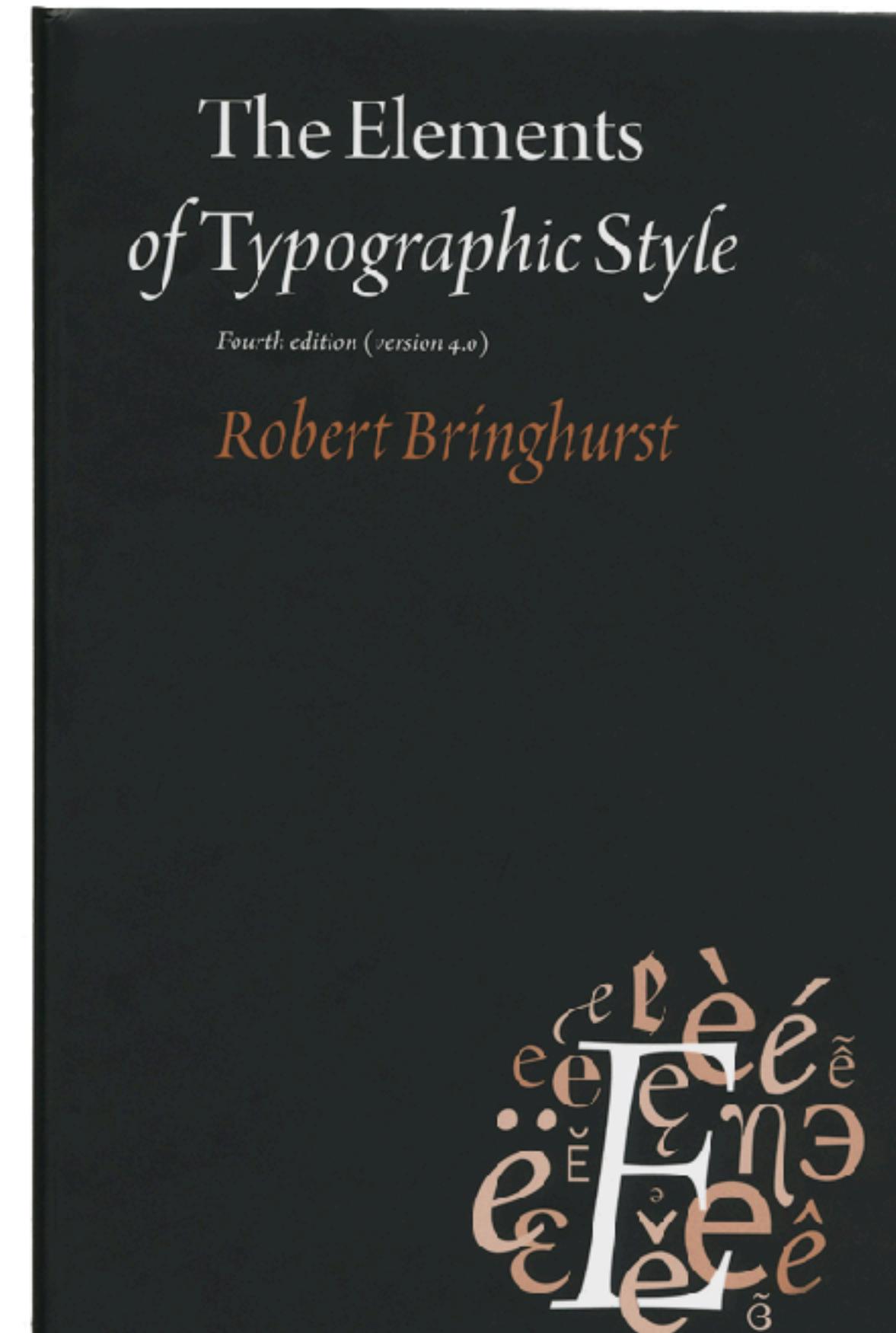
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Typographica

Type Reviews, Books, Commentary

Nameplate set in Bw Glenn Sans and Bw Glenn Slab from Branding with Type. Your typeface could be next. Learn more.

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The Elements
of Typographic Style
Fourth edition (version 4.0)

Robert Bringhurst

Robert Bringhurst has issued the latest edition of what Hermann Zapf called the "Typographer's Bible". The news will surely be welcomed by his ardent followers, but does the book speak to a modern congregation?

In 1992, when the first edition of *The Elements of Typographic Style* was published, Bringhurst was already an accomplished poet and translator of poetry – most notably Haida poetry, but also Navajo, Greek, and Arabic – into English. He was also a self-trained and accomplished book designer, and *Elements* was his attempt to catalogue and summarize the best practices of book typography and design, loosely according to the model provided by the book's namesake, *The Elements of Style* by William Strunk and E. B. White.

The book was a huge success. Four subsequent

BOOK REVIEW

← Next Prev →

The Elements of Typographic Style, Version 4.0

REVIEWED BY MAURICE MEILLEUR ON FEBRUARY 8, 2013

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[Hartley & Marks](#)

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Robert Bringhurst has issued the latest edition of what Hermann Zapf called the "Typographer's Bible". The news will surely be welcomed by his ardent followers, but does the book speak to a modern congregation?

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BUTTERICK'S PRACTICAL TYPOGRAPHY



practice.typekit.com

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Stay sharp.

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Typography is a practice.

Whether you're a novice or an expert in any medium, good decisions take practice – and great ones stand on a solid foundation. Typekit Practice is a collection of resources and a place to try things, hone your skills, and stay sharp. Everyone can practice typography.

Try [using shades for eye-catching emphasis](#), [browse useful references](#) like [advice about typographic hierarchy](#), or peruse our library of [recommended books](#) on typography and design. Sometimes it even helps to remind ourselves [what typography is and why it's valuable](#).

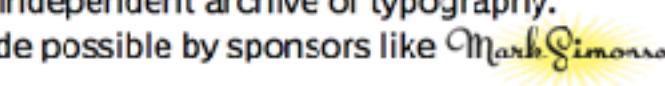
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Lessons walk through specific topics or methods in the practice of typography, with a clear objective or takeaway skill that can be immediately applied to design work.

Caring about OpenType features

In this lesson, we'll learn what OpenType features are, when to use them, and why they matter.

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Chronicle

Foundries
[Hoefler & Co.](#)

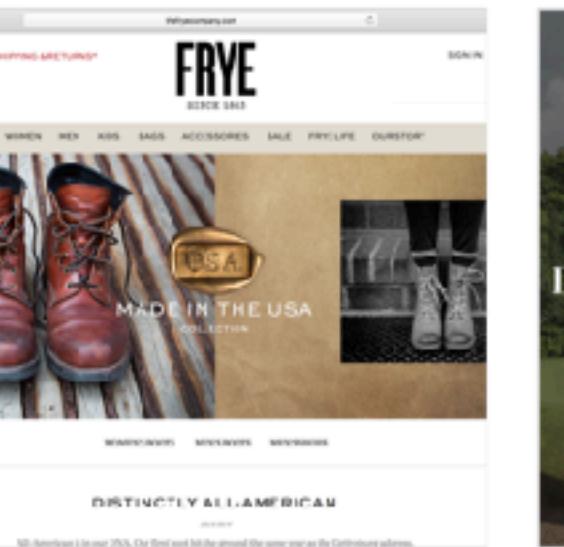
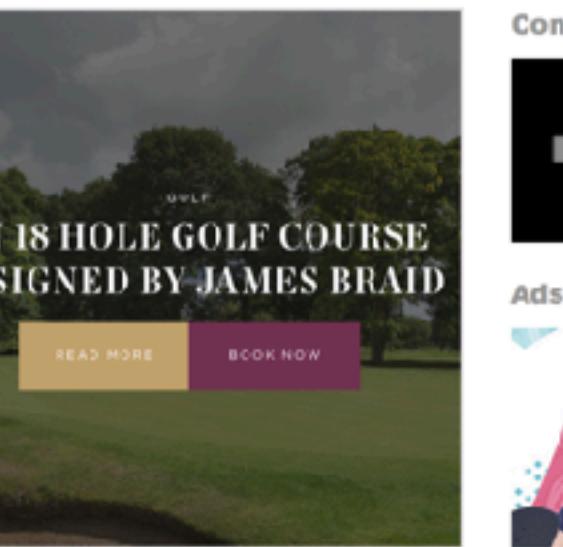
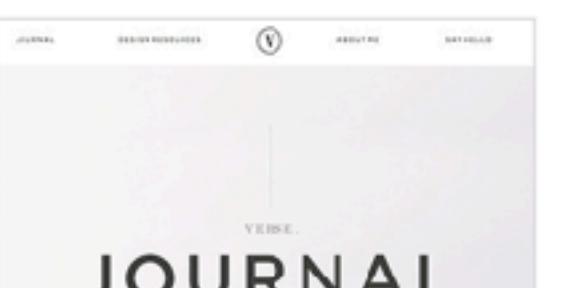
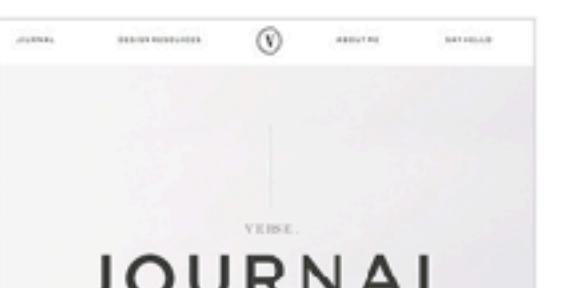
Designers
[Jonathan Hoefler](#)

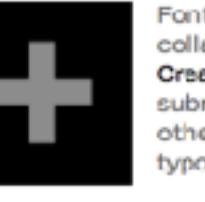
Release Date
2002

Info
[Hoefler & Co.](#) →

Chronicle in use

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 Ideal Sans	 SCHNEIDLER INITIALS	 Druk	 Gotham	
 Vander Brand	 JOURNAL	 com Os	 ECCENTRIC BOOKS	 The Wall Street Journal Online 2015
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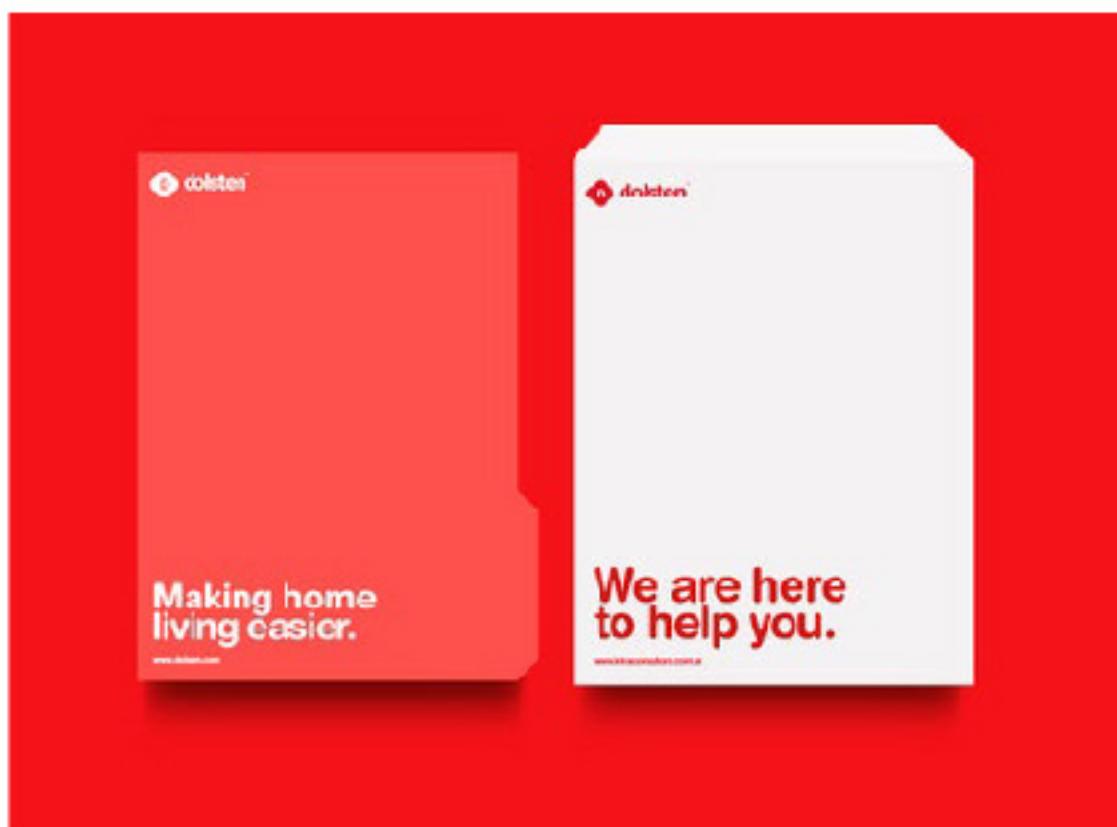
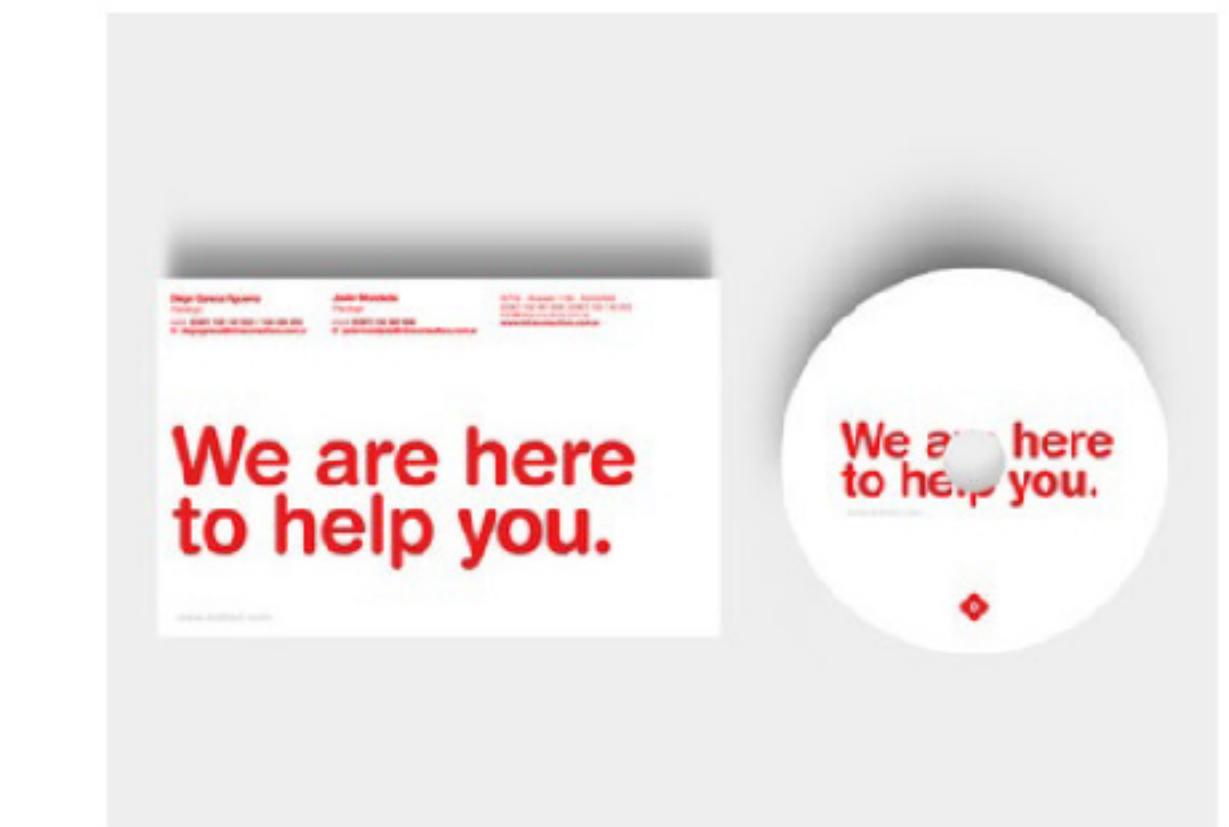
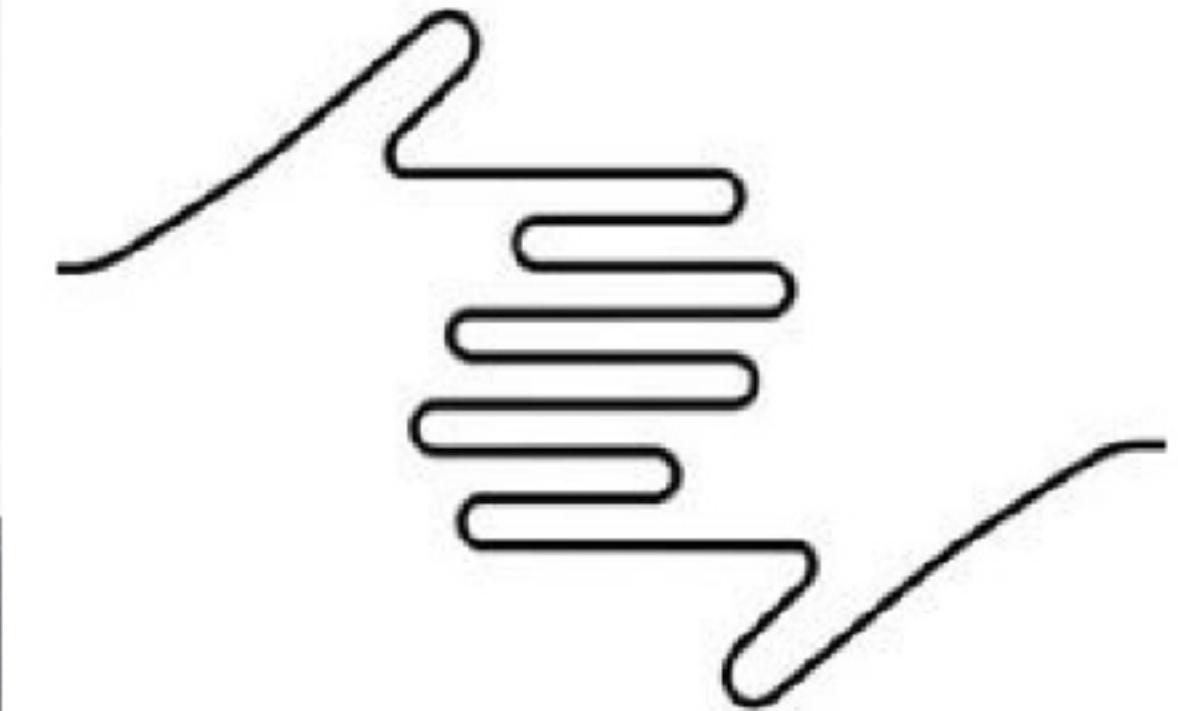
“In a world rife with unsolicited messages, typography must often draw attention to itself before it will be read. Yet in order to be read, it must relinquish the attention it has drawn. Typography with anything to say therefore aspires to a kind of statuesque transparency.

Its other traditional goal is durability: not immunity to change, but a clear superiority to fashion. Typography at its best is a visual form of language linking timelessness and time.

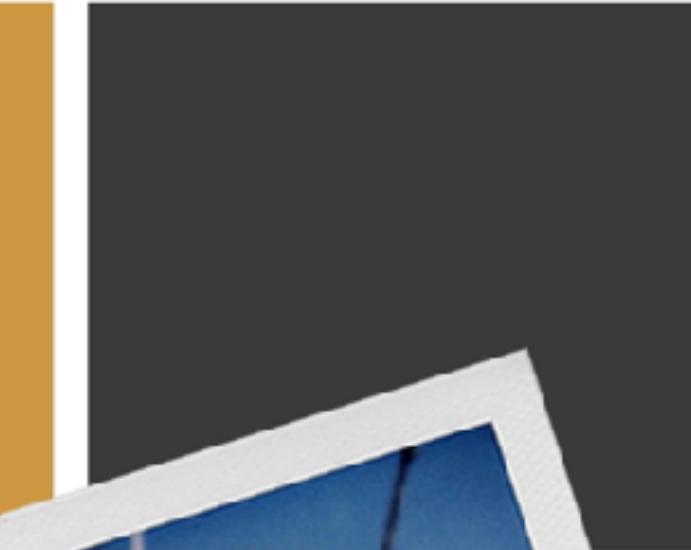
— Robert Bringhurst
Elements of Typographic Style, 1996

Mood Boards

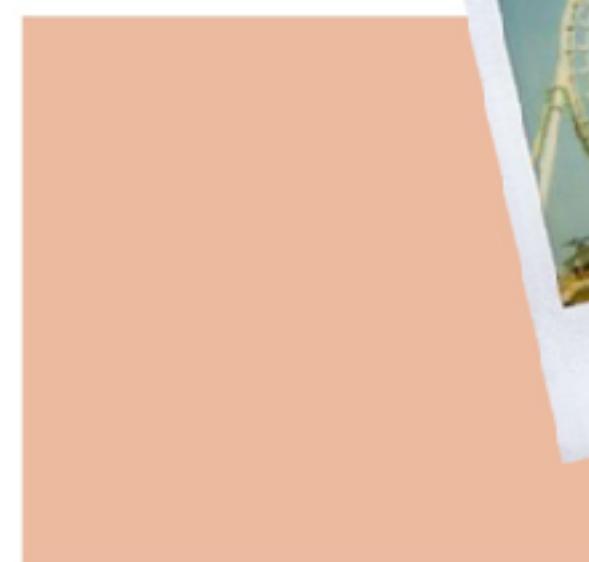
A picture is indeed worth a thousand words and more...

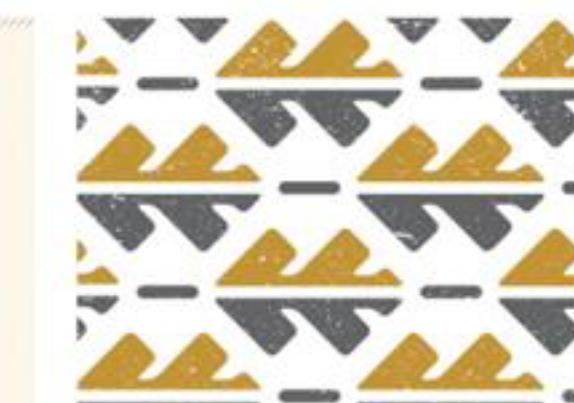
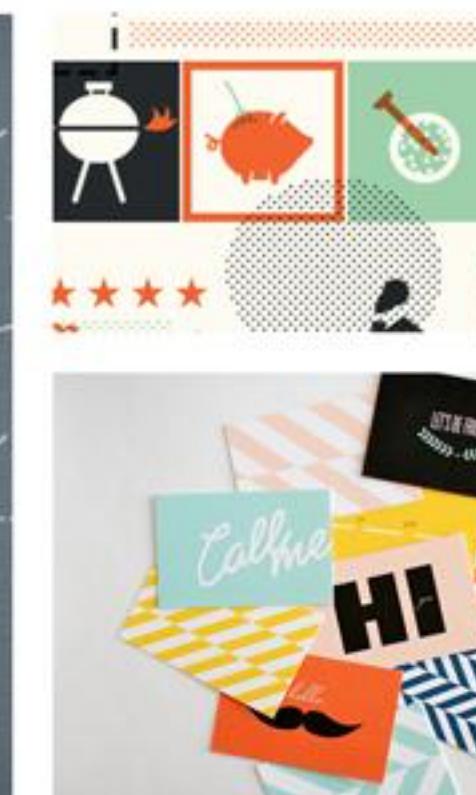
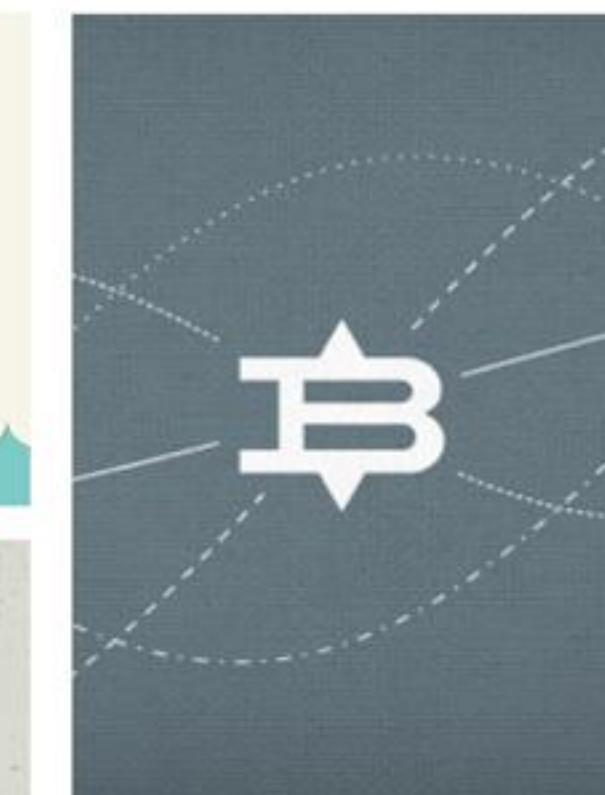


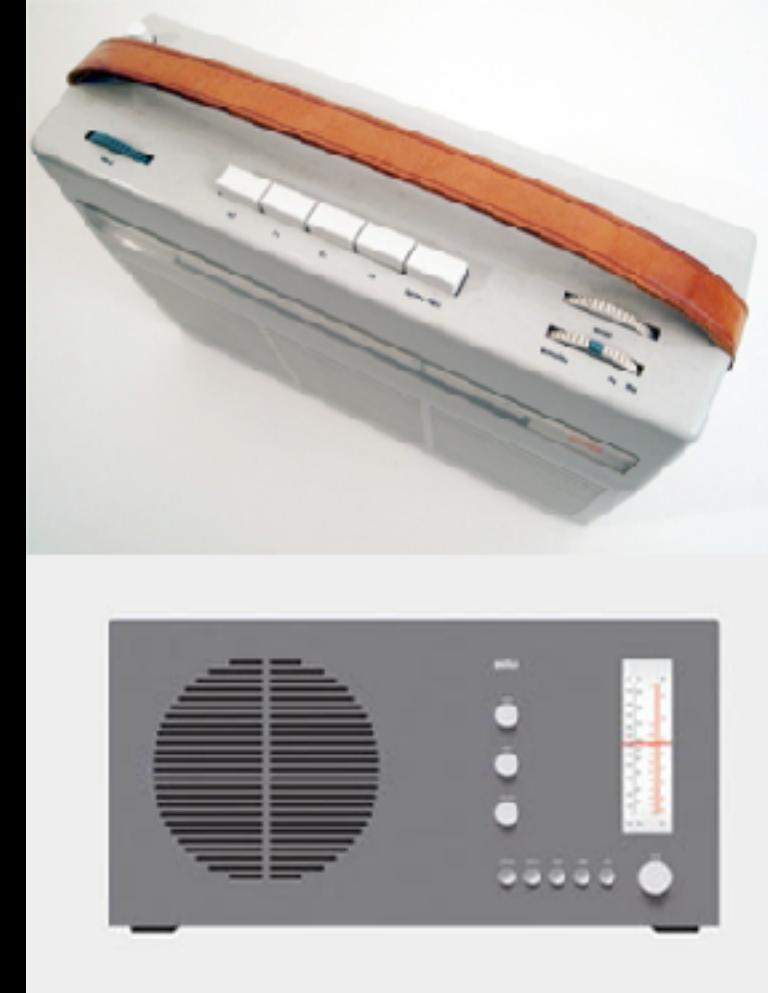
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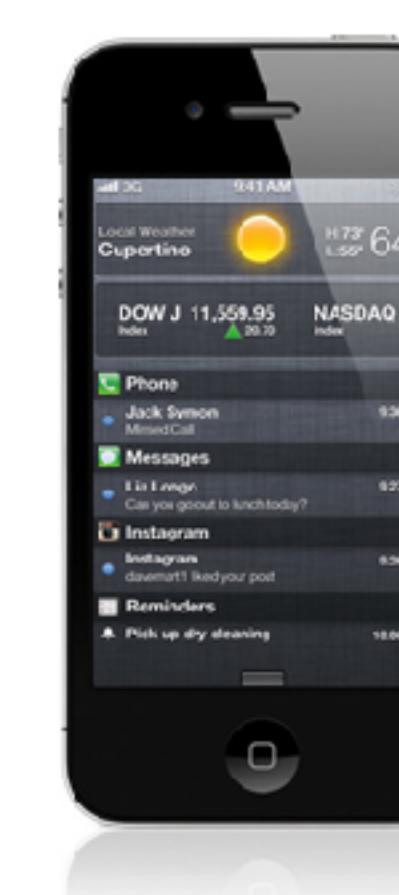
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- Twitter General
- Home
- @justinvincent
- DM's & @'s
- Retweets of Me
- My Tweets
- New Followers
- New Listings
- Favorites
- Twitter Inbox
- Brand Monitoring
- Active Leads
- Customers

HBR HarvardBiz Was Steve Jobs a Good Decision-Maker? <http://t.co/EHCZZVki> 58 mins

HotTuneTx I'm sorry, can you speak up? I'm having trouble hearing you over the roar of the ocean waves crashing! 1 hour

justinvincent VC funding continues record pace in third quarter <http://t.co/redMk7Sv> 1 hour

timoreilly Interesting piece on how Obama's #datascience team will be a key asset in the next election <http://t.co/VzYk942u> 1 hour

FastCoDesign Good comments here. RT @LogoMotives: Now British Gas logo: a sign of the future? | <http://t.co/cAqDCQjQ> | via @CreativeReview #logodesign 1 hour



In-class Exercise

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Classic

Romantic

Modern

Techno

Inviting

Sterile

Funny

Professional

**TIME
EXPIRED**

12 MIN.
24 MIN.

FOR EACH





WINE LIST



CHAMPAGNE		RED WINE		BEERS ON TAP		285ml	570ml
POL ROGER BRUT NV, Epernay, France		120	OPAWA PINOT NOIR 2012, Marlborough, NZ	10	40	Hahn Premium Light 2.6%	4.5
			WATERSHED CABERNET MERLOT 2011, Margaret River, WA	9	35	Hahn Super Dry (Premium low carb) 4.6%	5
			PENLEY ESTATE GRYPHON MERLOT 2010, Coonawarra, SA	40		James Squire "The Chancer" Golden Ale 4.5%	5
SPARKLING			JIM BARRY THE COVER DRIVE CABERNET SAUVIGNON 2012, Coonawarra, SA	10	38	James Squire "One Fifty Lashes" Pale Ale 4.2%	5
LUCIEN ALBRECHT CREMANT NV, France	14	58	LATOUR CHARLEMAGNE MEDOC CABERNET SAUVIGNON 2011 Bordeaux, France	11	40		9
DUNES & GREENE CHARDONNAY PINOT NOIR BRUT NV, Angaston SA	8	30	DOMAINE TERLATO & CHAPOUTIER SHIRAZ VIognier 2010, Heathcote, VIC	40		BOTTLED BEERS & CIDER	
BLACK CHOOK SPARKLING SHIRAZ 2013, McLaren Vale, SA	9	30	PENLEY ESTATE CONDOR CABERNET SHIRAZ 2010, Coonawarra, SA	10	38	Corona Extra 4.5%	8
ANDREALO VERO PROSECCO EXTRA DRY NV, ITALY	12	45	UPPER REACH RESERVE SHIRAZ 2010, Swan Valley, WA	12	46	Kirin 5%	8.5
CASTILLO PERELADA CAVA BRUT RESERVA, Spain			CASTLE ROCK SHIRAZ 2010, Porongurup, WA	50		Birra Moretti 4.6%	8
SMALL ACRES DRY SPARKLING CYDER, (750 ml) Central West, NSW		38	MARQ CUT & DRY SHIRAZ 2011, Margaret River, WA	56		The Hills Apple Cider 5% (330ml)	8.5
WHITE WINE			BANNOCKBURN DOUGLAS (cabernet sauvignon, shiraz, merlot, pinot noir) 2009, VIC	45		The Hills Pear Cider 5% (330ml)	8.5
BROOKLEIGH CLASSIC WHITE 2007, Swan Valley, WA	8	28	TALIJANCICH GRACIANO 2009, Swan Valley, WA	40		Small Acres Dry Sparkling Cider 8.5% (750ml)	38
HILL SMITH ESTATE SAUVIGNON BLANC 2013, Eden Valley, SA	9	35	CASTELLO SAN SANO VIGNETO DELLA RANA CHIANTI 2011, Italy	10	38	COLD DRINKS	
TWIN ISLANDS SAUVIGNON BLANC 2013, Marlborough, NZ	9	35	LA SENDA ELEFANTE TEMPRANILLO 2011, Spain	9	35	Soft drinks (Coke, Sprite, Lift, Diet Coke, Ginger Ale, Soda Water, Tonic)	3
WATERSHED SAUVIGNON BLANC 2013, Margaret River, WA			VILLACAMPA ROBLE TEMPRANILLO 2012, Spain	40		Juices (Apple, Pineapple, Orange)	3.5
VASSE FELIX SAUVIGNON BLANC SEMILLON 2013, Margaret River, WA	8	30	YALUMBA THE STRAPPER GRENACHE SHIRAZ MATARO 2011 Barossa Valley, SA	9	35	Bundaberg Ginger Beer	4
CASTLE ROCK ESTATE TURRETTRIESLING [semi sweet] 2012, Great Southern, WA	8	30	LES COURTILES COTES DU RHONE GSM 2011, Rhone, France	38		Lemon, Lime and bitters	5
FOREST HILL ESTATERIESLING 2012, Great Southern, WA	9	35	LA VENDETTA PINOT GRIGIO 2012, Italy			Iced coffee, Iced Chocolate	5
UPPER REACH RESERVE CHARDONNAY 2012, Swan Valley, WA	10	40	UPPER REACH VERDELHO 2013, Swan Valley, WA			Milk Shakes	5
LA VENDETTA PINOT GRIGIO 2012, Italy	9	35				ANTIPODES mineral water:	
UPPER REACH VERDELHO 2013, Swan Valley, WA	8	32				500ml [available in sparkling only]	5
						1000ml [available in still & sparkling]	8
ROSE							
TALIJANCICH EBONY ROSE 2011, Swan Valley, WA	8	30	375 VASSE FELIX CANE CUT SEMILLON 2011, Margaret River, WA	10	40		
WATERSHED SHADES ROSE 2012, Margaret River, WA	8	30	YALUMBA MUSEUM RESERVE ANTIQUE TAWNY, Eden Valley, SA	12	65		
DOMINIQUE PORTET FONTAINE ROSE 2012, Yarra Valley, VIC			TALIJANCICH JULIAN JAMES RED LIQUEUR AGED 10 YEARS, Swan Valley, WA	12	68		
			TALIJANCICH JULIAN JAMES RESERVE MUSCAT 1961 SOLERO, Swan Valley, WA	16	95	TEA & COFFEE	4
			TALIJANCICH LIQUEUR VERDELHO, Swan Valley, WA	7	48		

“Like all forms of design, visual design is about problem solving, not about personal preference or unsupported opinion.”

– Bob Baxley

That's all folks!