

# TYPOGRAPHY AND IMAGES

# TYPOGRAPHY

The fox is looking for food to bring to the picnic.

Arial

The fox is looking for food to bring to the picnic.

Cambria Math

The fox is looking for food to bring to the picnic.

Ink Free

The fox is looking for food to bring to the picnic.

Kaufmann BT

The fox is looking for food to bring to the picnic.


Orange LET

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#%^&\*()\_+



Typography is the use, creation, and design of type. It's one of the most crucial aspects of graphic design, and we see it all the time — simply look at the road signs, books you read, and items you use. Typography allows you to quickly and personally address your message. There are various varieties of typefaces in typography, and each component of a typeface has a name.

# TYPOGRAPHY TERMS

## Typeface

Not to be confused with the term font, this is known as a font family.

## Font

Occurs when you modify the size and weight of a typeface (light, medium, bold).

## Leading

Is also known as line spacing and defines the distance between each line of type. It is pronounced “leding.”

## Tracking

Connections to legibility and how much text can be squeezed into a given space Unlike kerning, it is frequently done to a whole block of text rather than individual letters.

## Kerning

The blank space between two or more characters. It fluctuates during the duration of the word, unlike tracking, because each letter fits together differently.

## Hyphenation

Occurs when a word’s length and position cause it to be chopped off. Only apply to your body material, not your headings, subheadings, or contact information.

## Typeface categories:

Serif

Sans Serif

Display

Script

# SERIF

Serif letters have serifs, which are little strokes linked to the main section of the letter. It's utilised for traditional projects and in printed documents as body copy. The body should be 8-12 points and easy to read.

Types:  
Old style  
Transitional  
Modern  
Slab serif

## Old Style:

Bracketed serifs  
Thick stems  
Thinner lines  
Diagonal stress

## Modern:

No brackets  
Thick stems  
Very thin lines  
Vertical stress

## Transitional:

Thick stems  
Thick lines  
Evolved old style  
Vertical stress

## Slab Serif:

No brackets  
Thick stems  
Thick serifs  
Display typeface

## Sans Serif:

Clean and modern  
Clear and readable  
Best for digital use  
Contemporary

Arial  
Tahoma  
Myriad Pro  
Century Gothic Pro

## Hobbeaux

Chennai

**SUTRO DELUXE**  
CONTINUO

## Display:

Mostly used for heading  
Not used for body copy  
May have serifs

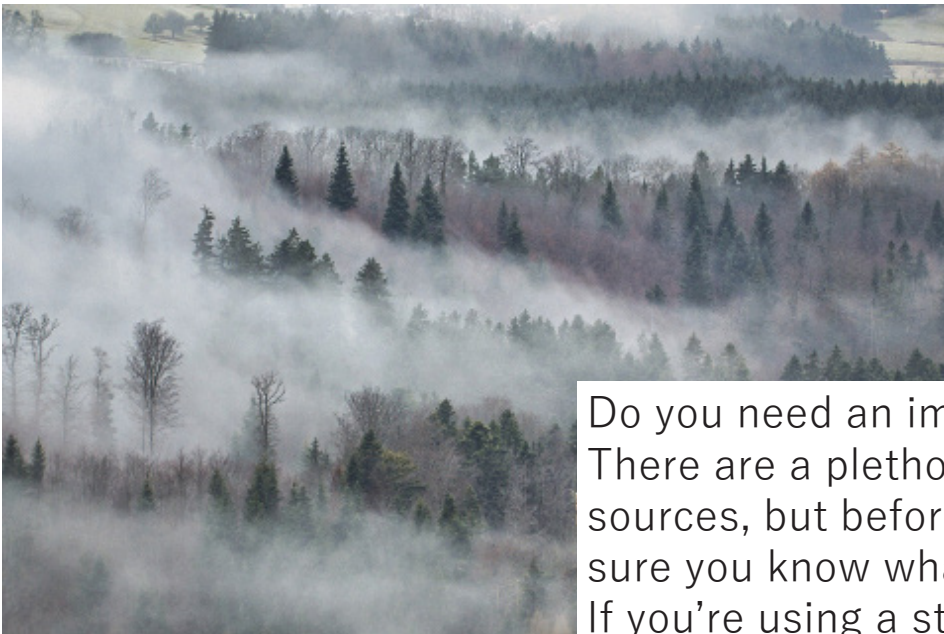
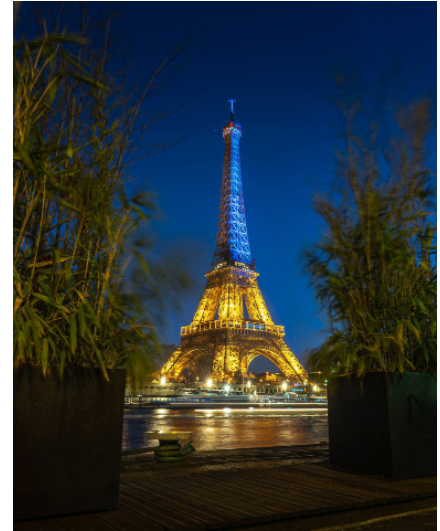
## Script:

Doesn't work well in all caps  
Used for display typeface  
Small amounts of copy  
Handwritten

*Parkside*  
*Gautreaux*  
*Eds market*  
*Mina*

# IMAGES

Images can be really strong and have a significant impact on your design. They will always be the first because they will always be the first. Anything that the audience will notice. Beautiful, Images of excellent quality are more likely to be noticed. People's attention and can readily assist you connect with them; this is why it is crucial to appropriately choose and employ them.



Do you need an image for your project? There are a plethora of internet image sources, but before you use one, be sure you know what you're looking for. If you're using a stock photo, make sure you know what you're doing. The licence that comes with it. Almost every stock photo has a licence attached to it, specifies how it can be used by.



# EDITING IMAGES

## Cropping

Cropping can be used to adjust an image's size, shape, or emphasis, making it useful in a variety of scenarios.



## Resizing

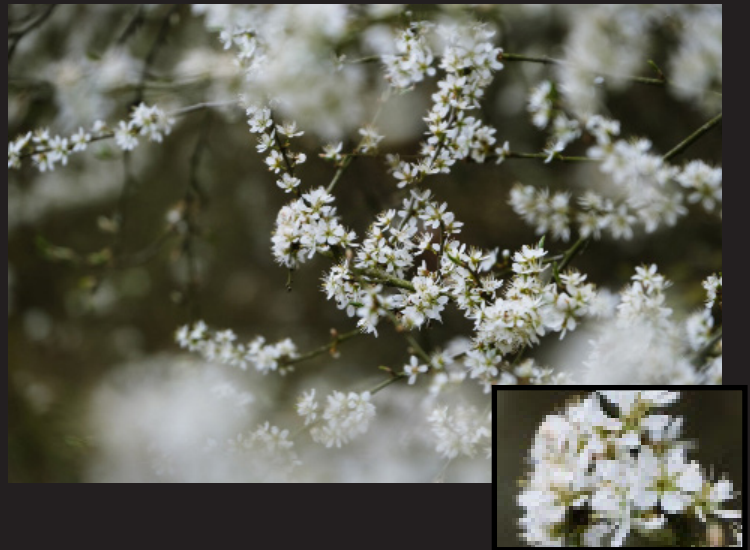
If you resize an image, it will be the right size for your project. Just keep in mind that enlarging an image beyond its original size can degrade its quality. It's wise to choose something else if the image you're dealing with is simply too little.



# THINGS TO KNOW

## Raster Images

When you enlarge a raster image, the quality of the image degrades because they are made up of thousands to millions of pieces, they lose quality. Pixels are quite small. When raster images are used, whether viewed at its original size or at a reduced size, to the naked eye, the pixels are undetectable. They're too little to see with the naked eye. Only they do become visible to us when you enlarge the image or zoom in.



## Vector Images

Raster pictures are not the same as vector images. You can enlarge or reduce the size without losing quality. Since they are made of something more sophisticated than pixels, they do not lose quality. They're created with a unique type of geometry. They're typically employed in the field of design.

# ADJUSTMENTS

You can use adjustments to improve image attributes including brightness, contrast, hue/saturation, and colour balance. You can also apply filters or presets to radically alter your image in a short amount of time.



Brightness

Contrast

Hue/saturation

Color balance