TYPEFACE CLASSIFICATIONS

a Garamond

b Bodoni

c Lubalin Graph

d Gill Sans

There is an infinite variety of type styles available today Listed below are some of the major categories of type classification. Other categories not listed include blackletter, calligraphic, script, ornamented, novelty and non-alphanumeric typefaces.

Serif (a)
- Typefaces that contain serifs
- Variations between Old Style and Transitional include vertical stress, contrast, and the shape of the serifs.

Modern (b)
- Typefaces are distinguishable by their sudden-onset vertical stress and strong contrast.
- Modern serifs and horizontals are very thin, almost hairlines.
- Although the serifs are very striking, these typefaces are sometimes criticized as cold or harsh.

Slab Serif (c)
- Also known as Egyptian fonts these faces have block-like rectangular serifs, sticking out horizontally or vertically, often the same thickness as the body strokes.

Sans Serif (d)
- Typically marked by simpler letterforms with relatively uniform stroke weight, lacking significant contrast, often geometric in underlying design.

CREATING OUTLINES
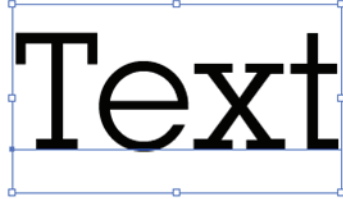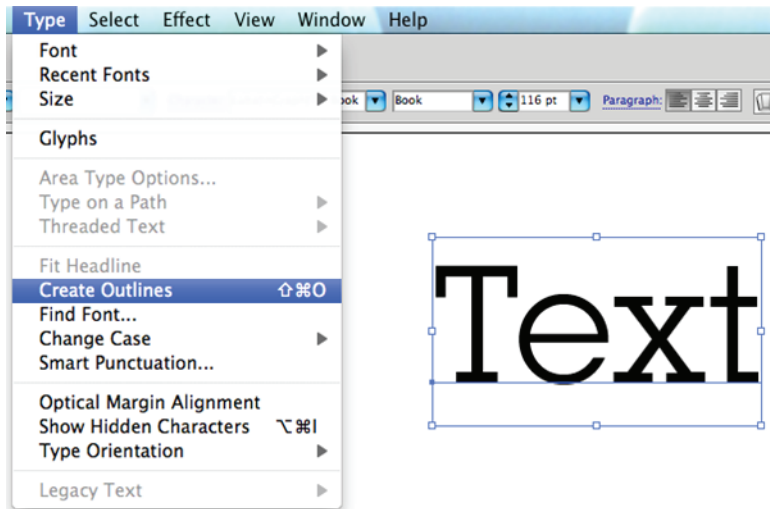
How do I create outlines?
- Select your typed words, with your selection tool (black arrow), and then go to the type menu and select create outlines. This function is also available while right-clicking when type is selected.

What are the benefits?
- Creating outlines out of a typeface turns it into artwork, like all other shapes created Illustrator.
- When you send a file to someone else, and the do not have the typeface used installed, it will default to myriad pro, reformatting and changing the look intended. Converting your typeface to outlines therefore, allows the file to viewed correctly.
- Once you create outlines out of a selected area of type, you can then chose to modify it, after ungrouping. For an example of this modification, look at the SOAIR logo (bottom left); the cross bar of the "A" was eliminated, and then a swoosh was placed in its stead.

What are the disadvantages?
- Once you create outlines, you can no longer edit your type using your character panel. This is why it is advisable that you save a copy with the typography not converted.
- Creating outlines is a requirement for this course but is not always advisable in every circumstance. In the future assess each scenario individually, and according to course specifications.

CHARACTER PANEL OPTIONS
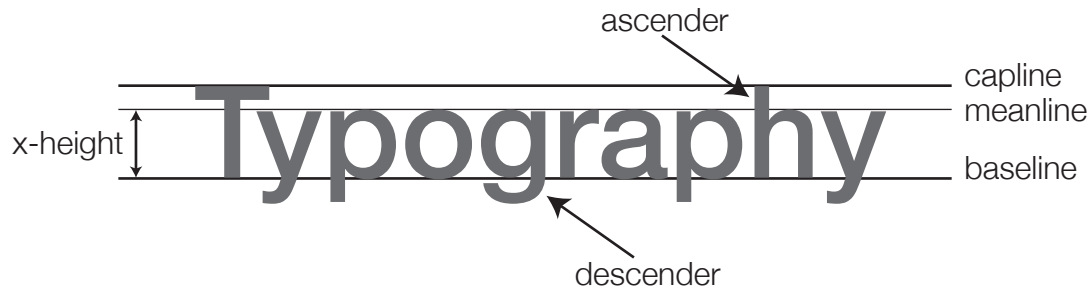
MMD²

ascender

capline
meanline

Typography

x-height

baseline

descender
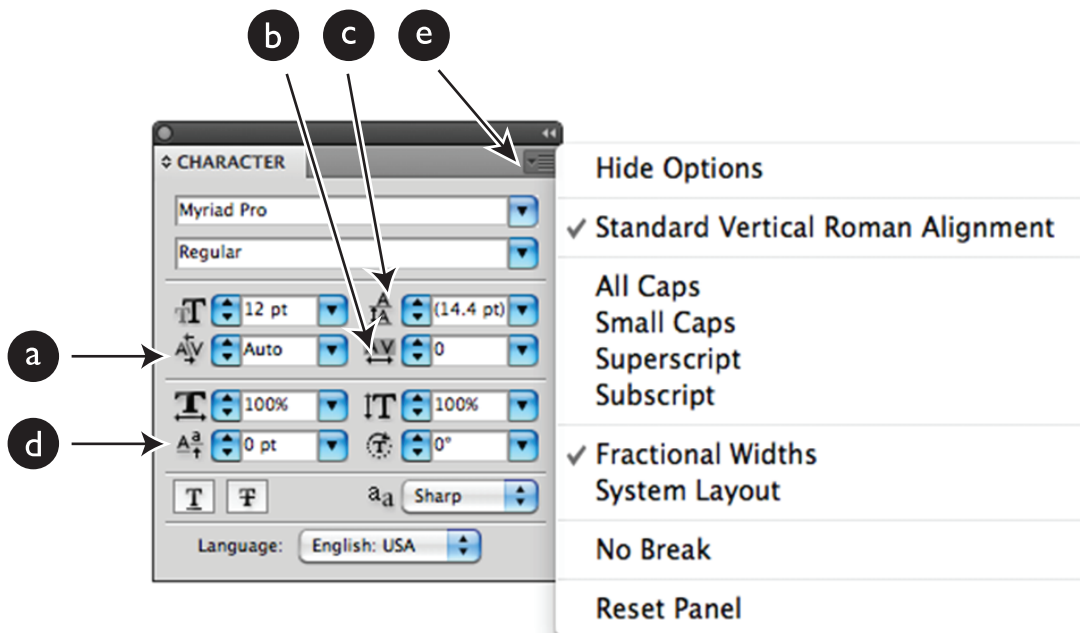
Character Panel: Cmmd+T

Kerning (a)
(letterspacing) space in-between letters

Tracking (b)
(wordspacing) overall tightness or looseness
of a word(s)

Leading (c)
space in-between lines

Baseline Shifting (d)
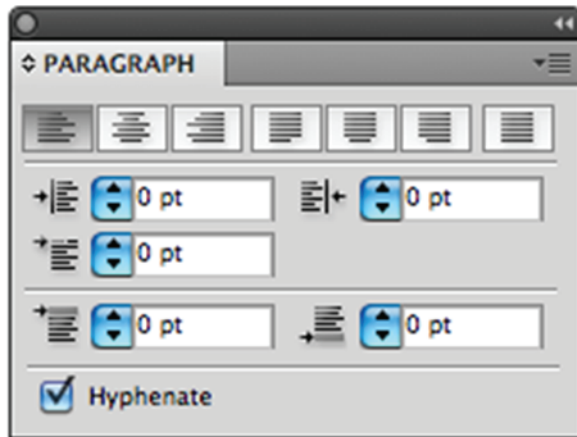moving characters up or down in relation to
the baseline

Character Panel Options (e)

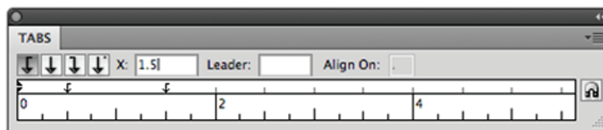**Small caps:** capitals letters that are the size
of lowercase letters

Superscript/Subscript: placing a
character up higher or lower.
Examples: Superman Flies™ and Submarines
Sink into H_2O

b c e

CHARACTER

Myriad Pro

Regular

T 12 pt   A 14.4 pt)

AV Auto   V 0

T 100%   IT 100%

Aa 0 pt   0°

T F   aa Sharp

Language: English: USA

a

d

Hide Options

✓ Standard Vertical Roman Alignment

All Caps
Small Caps
Superscript
Subscript

✓ Fractional Widths
System Layout

No Break

Reset Panel

PARAGRAPH ALIGNMENTS

area type tool

Paragraph Panel: Cmmd+Option+T

Paragraph styles: Align Left, Center, Align Right and Justified options Paragraphs will flow inside a designated box when you use the area type tool. The area type tool is nested underneath the main type tool in your tools panel.

With body copy be mindful to avoid the following:

River: white space running through type

***Orphan:*** one word left at the bottom of a line

Widow: one line on the next column or page

Do not justify type for web pages or mobile screens, as the irregularity in size and space is visually disturbing. Additionally, remember that people often scan web pages so rivers can become more unsightly.

Tabs Panel
To open the tabs panel go to the Window Menu, then type, then tabs. Next select your text and press the magnet icon on the tab panel to align it to your text. The tabs panel, allows you to customize your tabs, so that you can achieve optimal alignment.

SPECIAL CHARACTERS
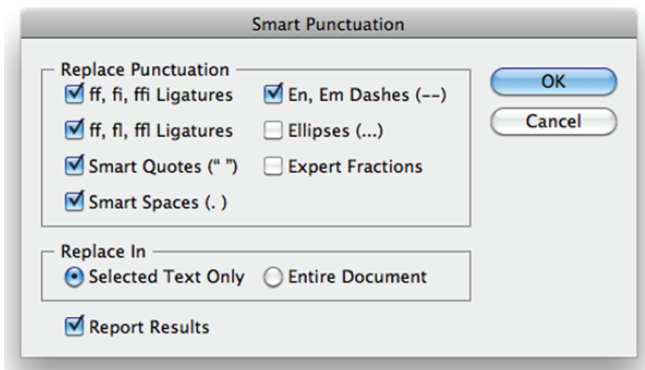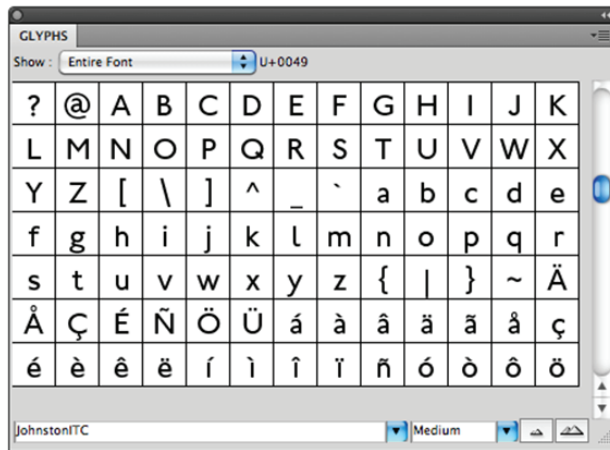
Gylphs Panel: To see all the characters available within a typeface open the gylphs panel by go to the type menu and selecting glyphs. Some of the additional characters you will see include ligatures and all your dashes.

Ligatures (a): two or more characters form one character for legibility
Hyphen: - (hyphen)
En dash (b): – (option hyphen)
Em dash (c): — (option shift hyphen)

Smart Punctuation: To make sure you have used the correct characters, spaces, and quotes, run smart punctuation, by going to the type menu and selecting this option.

fifty

Tonight 6:00–9:00PM

"Less is More"
— Mies Van der Rohe

a

b

c