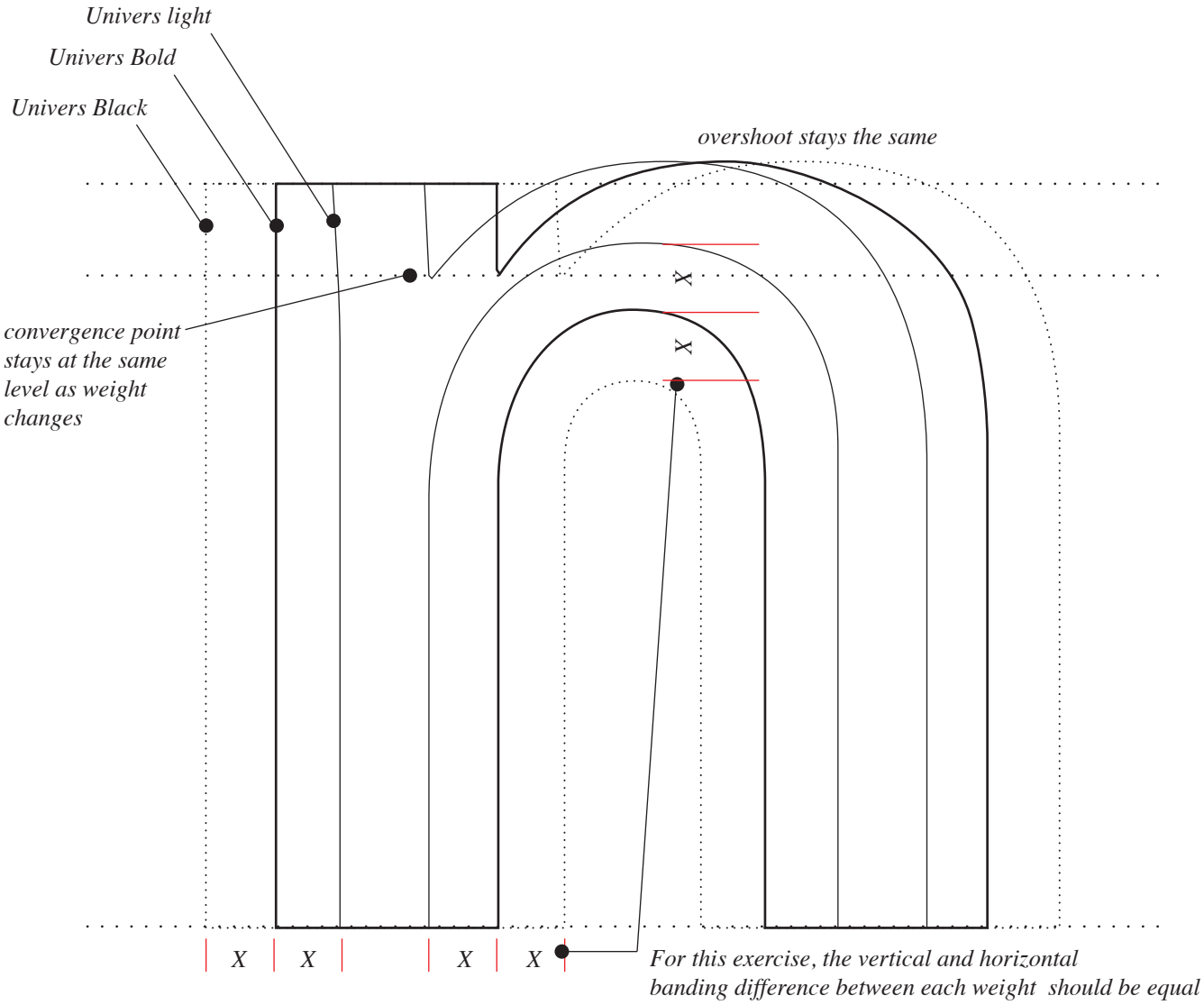
Weighted Type

When adding weight to type (especially San Serif) notice that the weight proportions (contrast) between horizontal and vertical strokes changes. The bolder the type the more contrast in weight. In light weight san serif styles there is hardly any contrast.

Also notice how the character width is affected by the weight and the vertical location of the branch exit from bold to black to light weights.

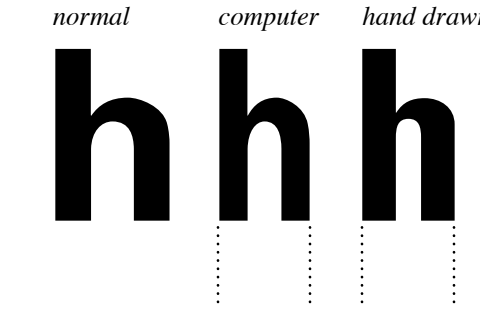


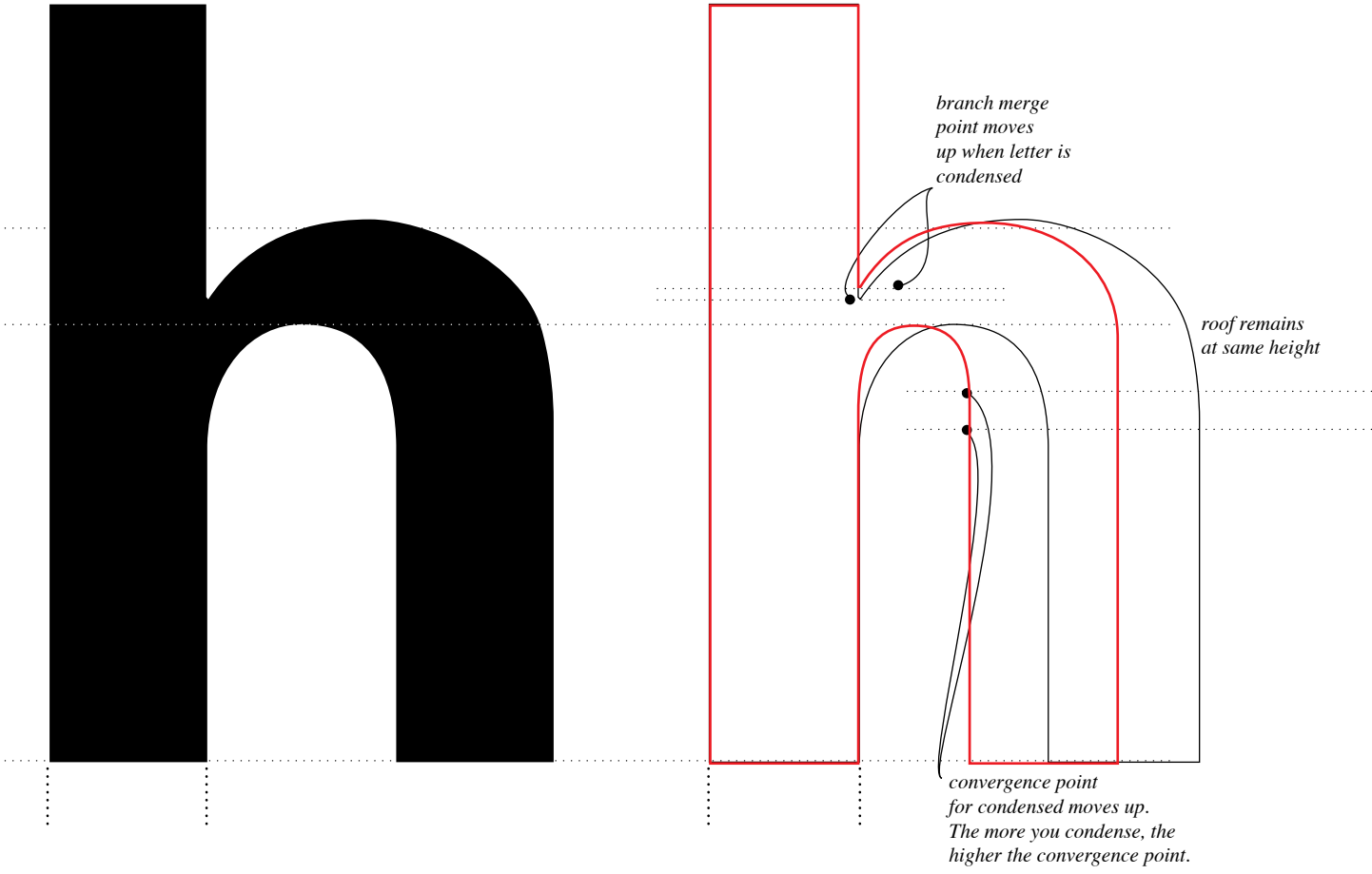
ASSIGNMENT: Draw a san serif bold letter 'n' at 2" x height. Then draw a bolder version and a lighter version. When all three letters are viewed together the bold version should appear to be perfect middle of the lighter and the bolder letters.

ASSIGNMENT: Draw a san serif Regular weigthed letter 'n' at 2" x height. Then draw a bold version and then an even bolder version. When all three letters are viewed together the bold version should appear to be perfect middle of the lighter and the bolder letters.

Condensed Type

When condensing type the weight relationships of the vertical strokes to the horizontal strokes should not change - only the character width changes. Notice how the computer version changes the vertical weights when condensed.



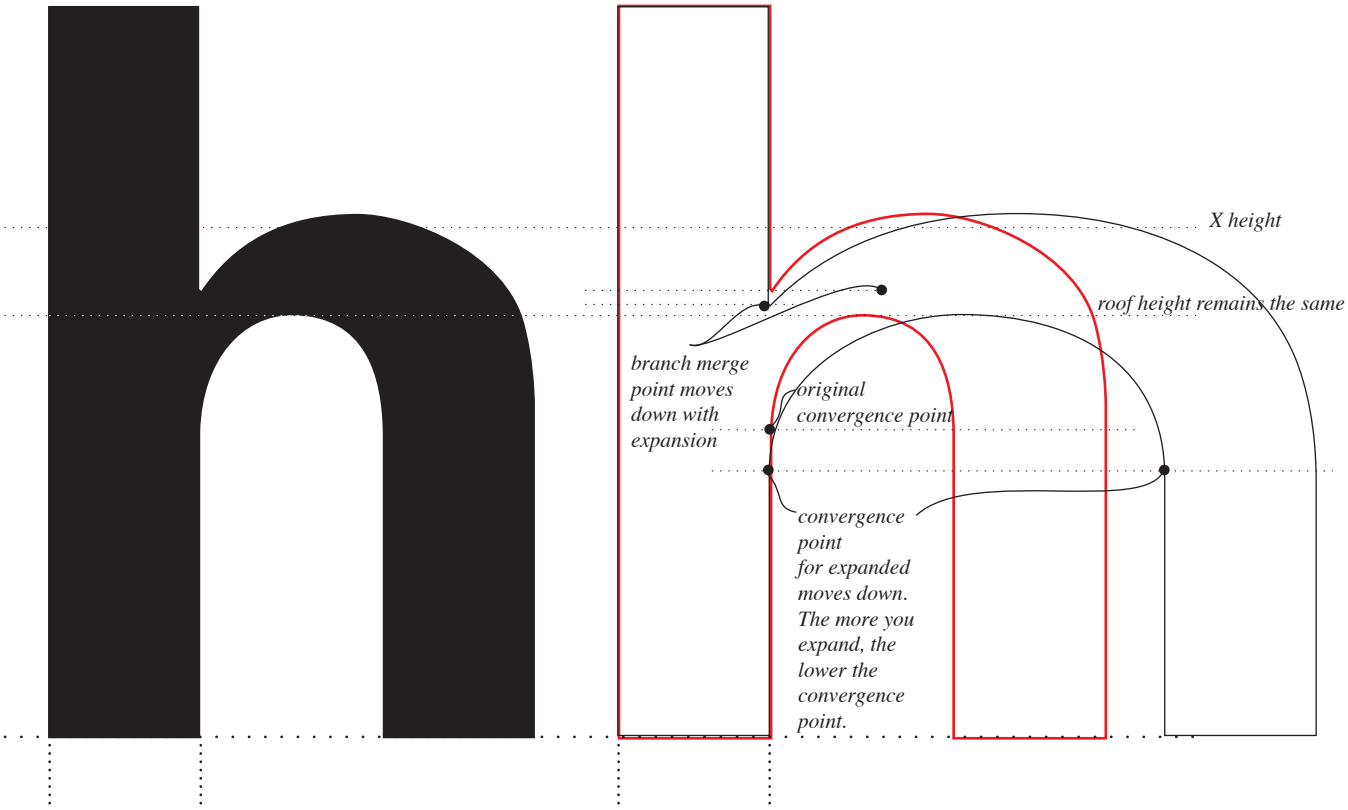


ASSIGNMENT: Draw a regular bold San Serif letter ‘h’, 2” x height. Then draw two bold condensed variation of that letter each with a different character width but the same weight as the regular bold character.

Expanded Type

When expanding type the weight relationships of the vertical strokes to the horizontal strokes should not change - only the character width changes. Notice how the computer version changes the vertical weights when expanded.

normal *computer* *hand drawn*



ASSIGNMENT: Draw draw two bold expanded variations of the letter 'h' in a san serif font, 2" x height. Each variation with a different character width but maintain the same weight as the regular bold character. Place these two with the normal and two condensed h's so that there is an even progression from condensed to expanded.

Italics

A true Italic is a redrawn version of the Roman style letter.
When a letter is mathematically slanted - it's called "Oblique"

Serifs

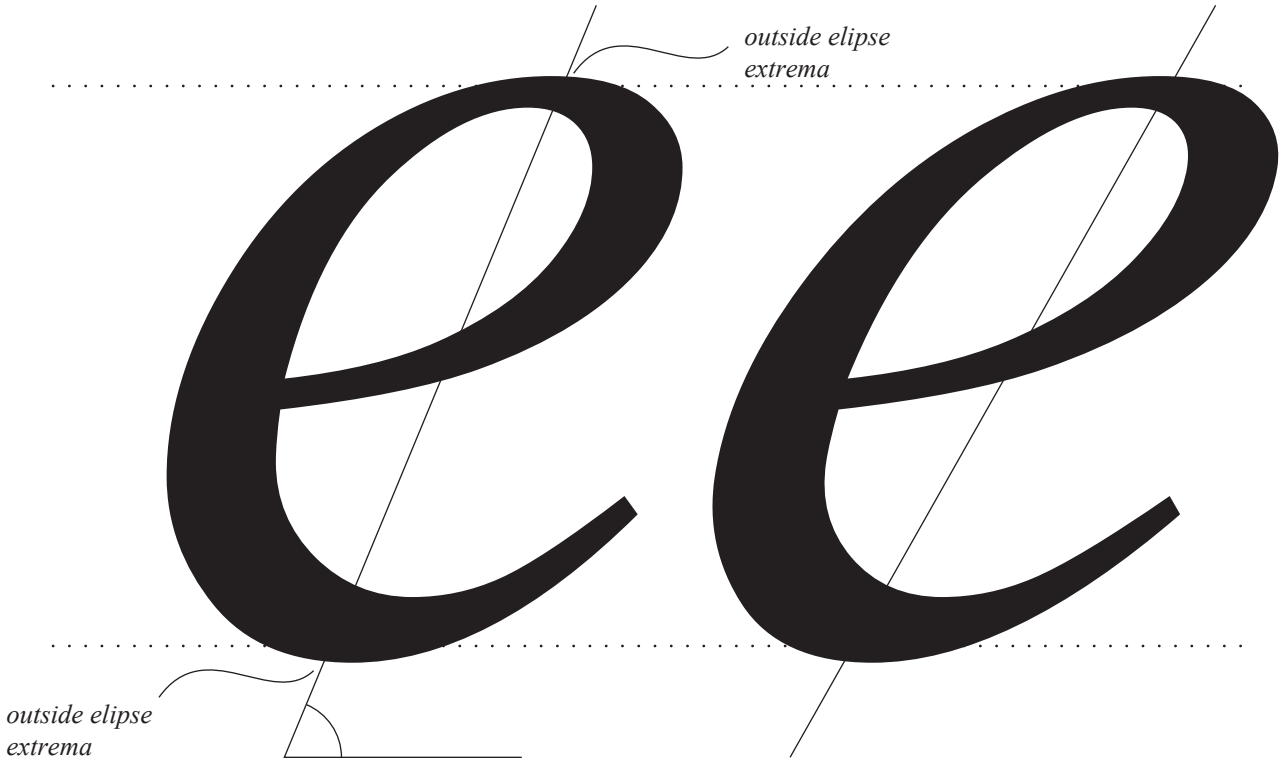
e e e

Roman *Oblique* *Italic*

San Serifs

e e e

Roman *Oblique* *Italic*



ASSIGNMENT: Draw three Times Italic e's each at a different slant in grahite on tracing paper
2" x height. Weights should not change, only the slant.