

# TYPOGRAPHY: COMPOSITION

*Jessie Rauch*  
*Instructor*

## **Fonts & Typefaces**

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# **PRE-WORK DEBRIEF**

# YOUR QUESTIONS

- › I'm not completely clear on the baseline grid. I understand why grids are necessary, I guess I just don't fully understand the application. I start to get a little lost at "A grid has two dimensions (at least)" in the Marly article.

## COMPOSITION WITH TYPE

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A few hundred years of type and typography have established rules that only a fool would ignore.

— Erik Spiekermann

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**TYPOGRAPHY**

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# COMPOSITION WITH TYPE

# **LEARNING OBJECTIVES**

- Apply principles of contrast and hierarchy to typography.
- Demonstrate an ability in basic typesetting on a baseline grid.

## COMPOSITION WITH TYPE

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Typography has one plain duty before it and that is to convey information in writing. No argument or consideration can absolve typography from this duty. A printed work which cannot be read becomes a product without purpose.

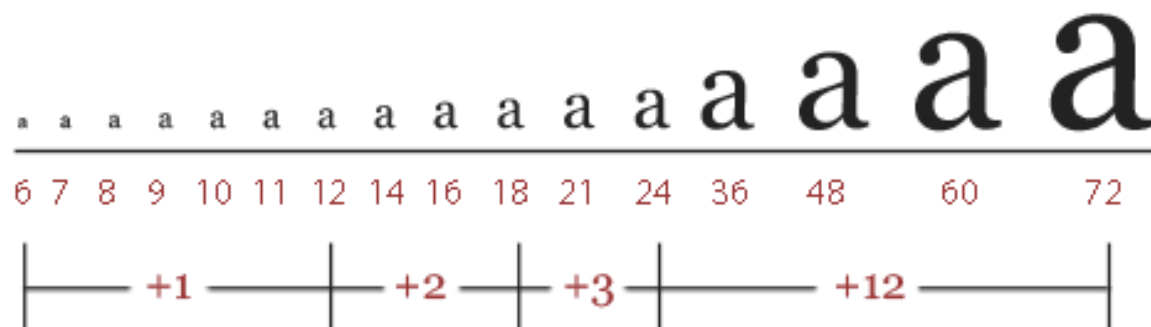
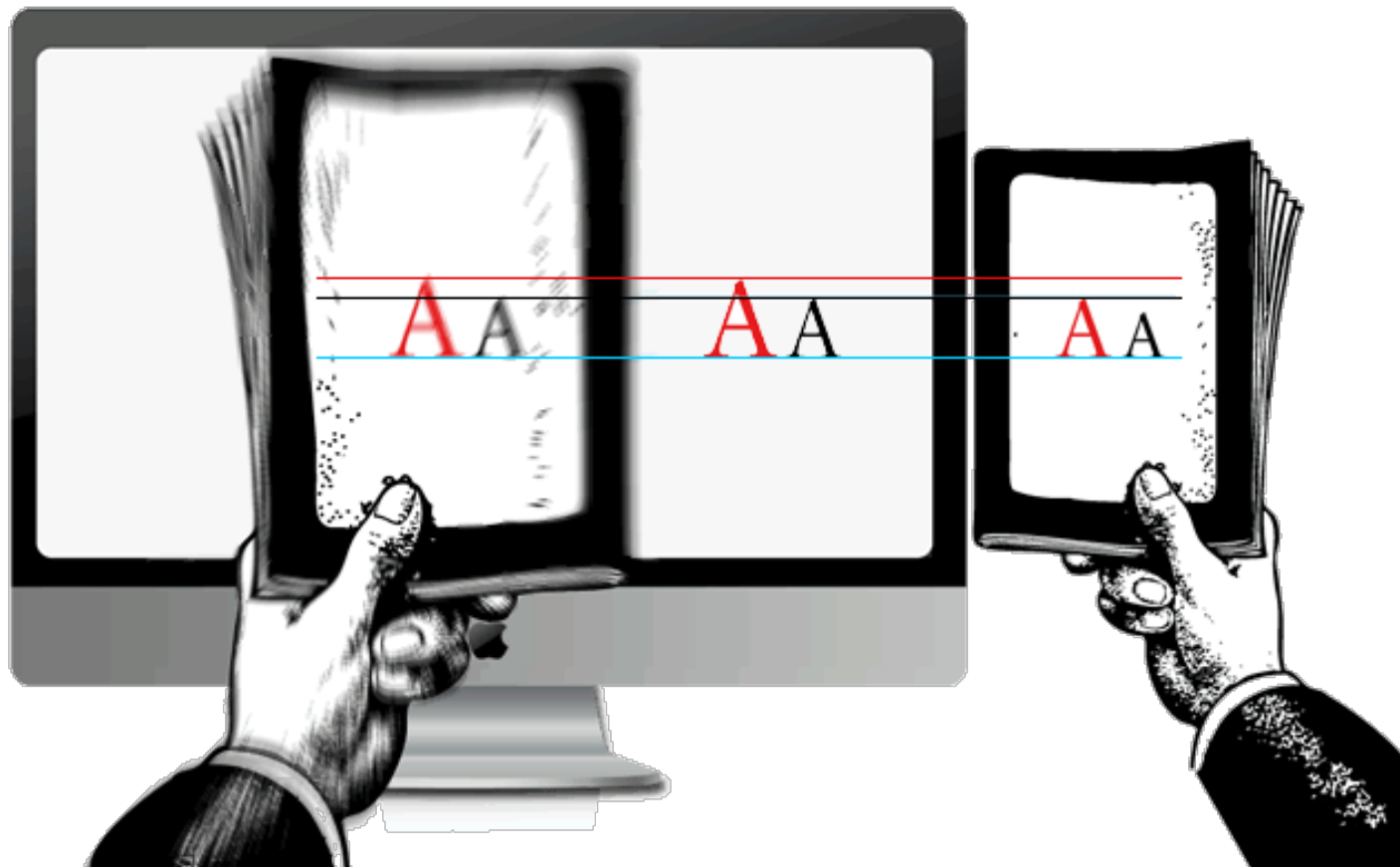
—Emil Ruder, 1969

## FONT SIZE

When creating comps in design software, measure your font in terms of pixels (not points).

For body copy, font size should be between 15-24px, depending on the font.

Don't size fonts arbitrarily, create a proportionate scale.





# LEADING

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“Leading” is the term used to describe the space between each line of text.

It should be 120-145% of the font size.

Use your judgement — not all fonts are the same.

## Good: 16px font with 21px leading

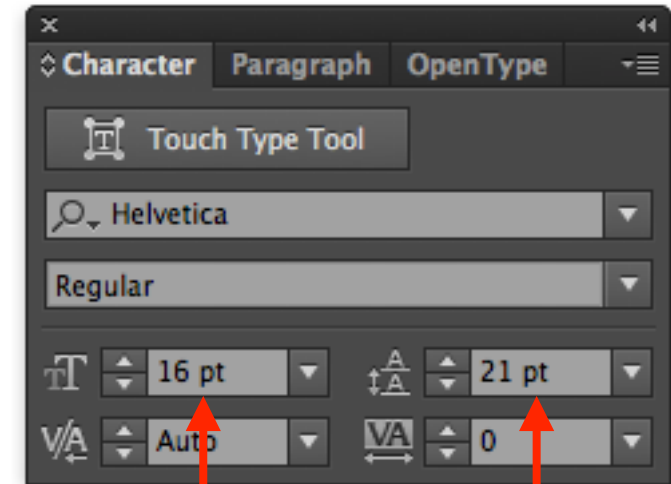
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## Too Little: 16px font with 16px leading

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## Too Much: 16px font with 30px leading

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font size

leading

# VERTICAL RHYTHM

Create a continuous rhythm in the vertical space.

So for example:

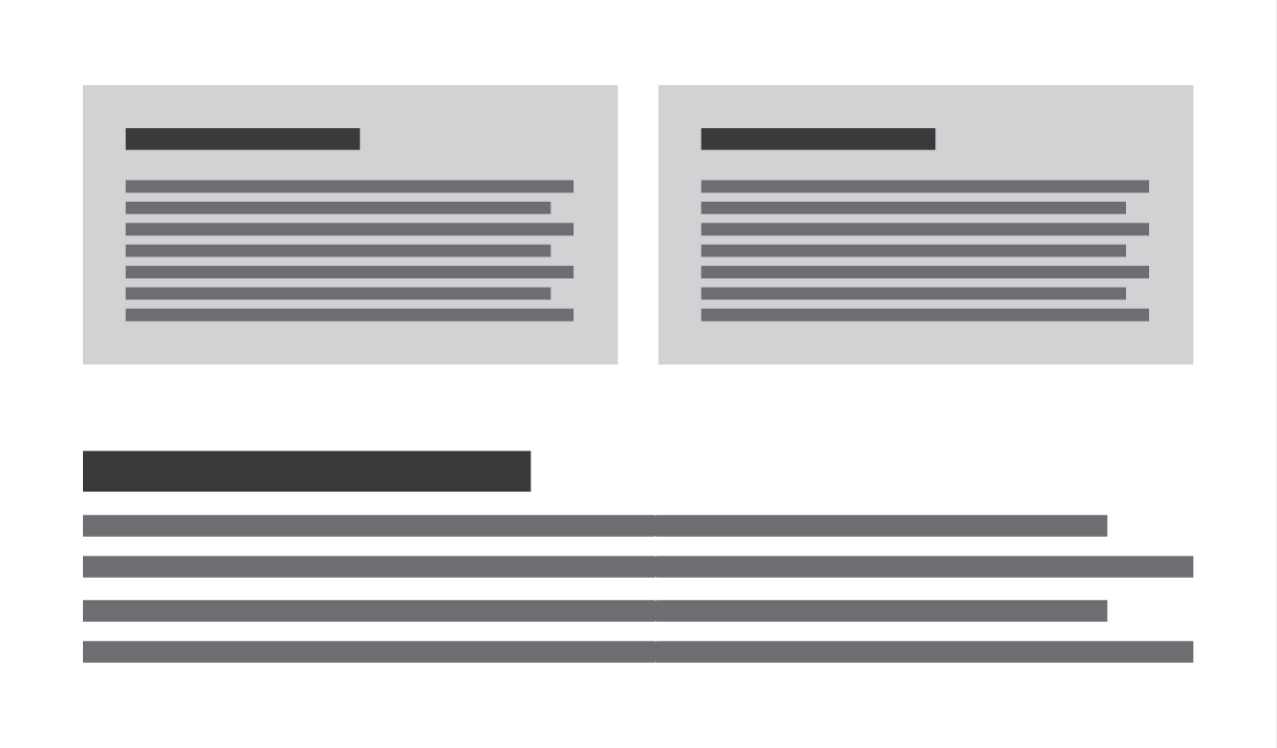
If you set the leading of the body copy to 18px, make sure all the vertical space on the page is a multiple of 18px.

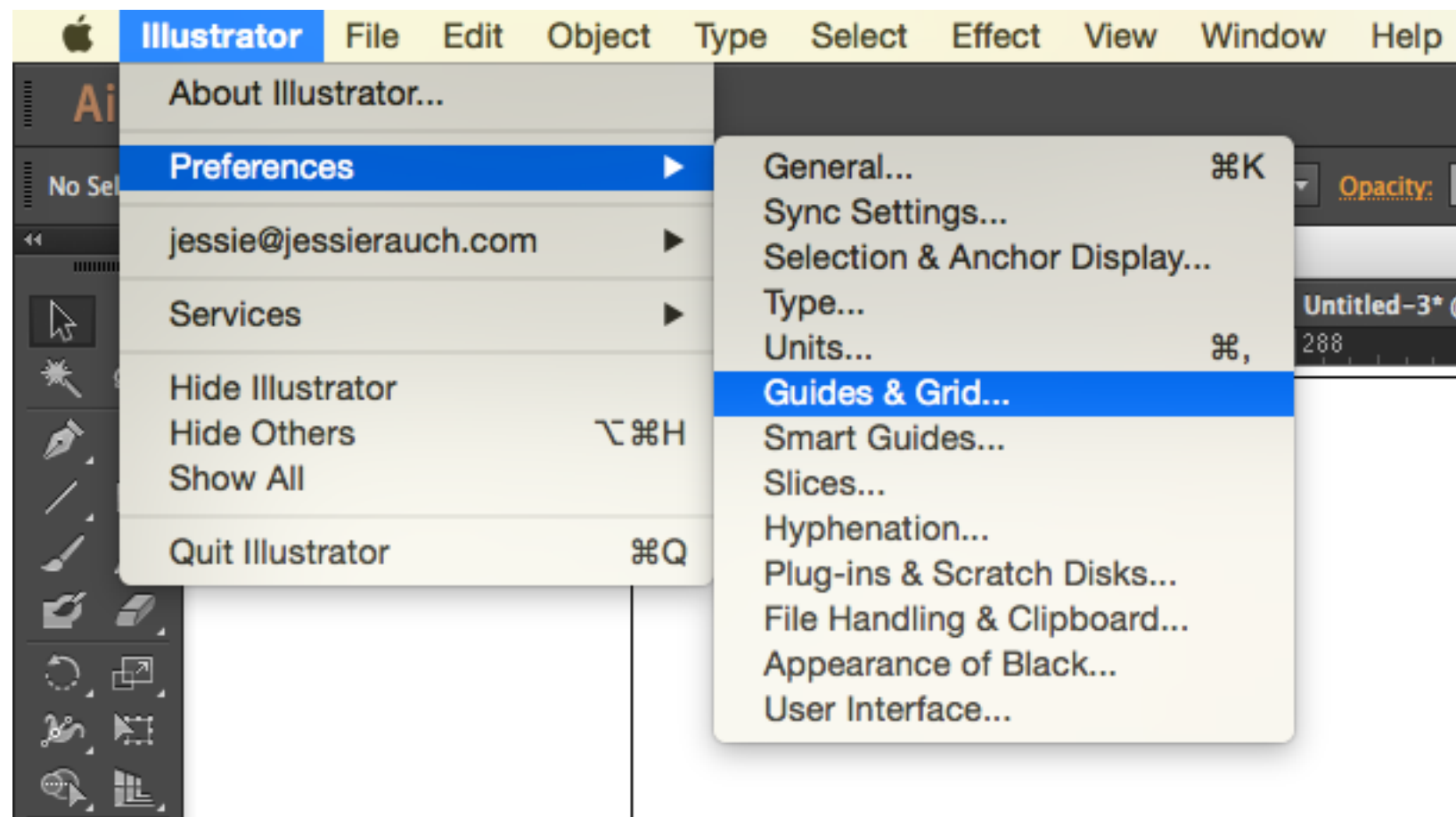
Good	Bad
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# Unconsidered rhythm



# Good rhythm






## Preferences

General  
Sync Settings  
Selection & Anchor Display  
Type  
Units  
Guides & Grid  
Smart Guides  
Slices  
Hyphenation  
Plug-ins & Scratch Disks  
User Interface  
File Handling & Clipboard  
Appearance of Black


### Guides & Grid

#### Guides

Color:  Cyan

Style: Lines

#### Grid

Color: Custom... 

Style: Lines

Gridline every: 21 px

Subdivisions: 1

☐ Grids In Back

☒ Show Pixel Grid (Above 600% Zoom)

Cancel

OK

## Lorem Ipsum Dolor

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# MEASURE

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The length of a line of type.

Lines that are too long or too short distract the reader, are tough to read.

Aim for around 65 characters.

Achieve this by balancing the margins and font size.

Never allow your text to flow across the browser.

## Good

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## Too Long

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## Too Short

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vulputate nisl.  
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facilisis anteiter.  
Suspendisse  
tincidunt. Etiam  
vitae leo id mauris  
laoreet luctus. Cum  
sociis natoque.



## ADDITIONAL TIPS

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Avoid pure black on pure white.  
Use dark greys / colors instead.

### Lorem Ipsum Dolor

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Avoid!  
Too much contrast

### Lorem Ipsum Dolor

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Better!  
Less eye-strain

## ADDITIONAL TIPS

---

Avoid pure black on pure white.  
Use dark grey instead.

Don't confuse primes for  
quotation marks.



Primes: use for measurement



Apostrophes and quotation marks

## ADDITIONAL TIPS

---

Avoid pure black on pure white.  
Use dark grey instead.

Don't confuse primes for  
quotation marks.

5'6"

“It's alive!”

## ADDITIONAL TIPS

---

Avoid pure black on pure white.  
Use dark grey instead.

Don't confuse primes for  
quotation marks.

Use centered text sparingly.

## Not Only Is This Layout Boring

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin laoreet mattis posuere. Donec posuere congue nulla. Nunc mauris nisl, mollis aliquam ultrices non, scelerisque quis est.

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## But It's Also Difficult to Read

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## ADDITIONAL TIPS

---

Avoid pure black on pure white.  
Use dark grey instead.

Don't confuse primes for  
quotation marks.

Use centered text sparingly.

Use all-caps, bold and italic  
sparingly.

### *This Gets Old Quickly*

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semper dui molestie. **Nam lobortis libero hendrerit,  
hendrerit neque ut, blandit risus.** Pellentesque dapibus  
imperdiet sapien, laoreet porta felis placerat ut.

### Instead, Show Some Restraint

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est. Suspendisse pellentesque ligula id tellus tincidunt, nec  
semper dui molestie. Nam lobortis libero hendrerit, hendrerit  
neque ut, blandit risus. Pellentesque dapibus imperdiet  
sapien, laoreet porta felis placerat ut.

## ADDITIONAL TIPS

---

Avoid pure black on pure white.  
Use dark grey instead.

Don't confuse primes for  
quotation marks.

Use centered text sparingly.

Use all-caps, bold and italic  
sparingly.

Aim for the “least effective  
difference” when you want to  
create emphasis.

### Same Typeface, Slightly Bigger

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laoreet mattis posuere. Donec posuere congue nulla. Nunc  
mauris nisl, mollis aliquam ultrices non, scelerisque quis est.

Good!  
Simple and effective

## ADDITIONAL TIPS

---

Avoid pure black on pure white.  
Use dark grey instead.

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laoreet mattis posuere. Donec posuere congue nulla. Nunc  
mauris nisl, mollis aliquam ultrices non, scelerisque quis est.

Good!  
Simple and effective

### Different Typeface, Slightly Bigger

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laoreet mattis posuere. Donec posuere congue nulla. Nunc  
mauris nisl, mollis aliquam ultrices non, scelerisque quis est.

Good!  
Nice style

## ADDITIONAL TIPS

---

Avoid pure black on pure white.  
Use dark grey instead.

Don't confuse primes for  
quotation marks.

Use centered text sparingly.

Use all-caps, bold and italic  
sparingly.

Aim for the “least effective  
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### Same Typeface, Slightly Bigger

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Good!  
Simple and effective

### Different Typeface, Slightly Bigger

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mauris nisl, mollis aliquam ultrices non, scelerisque quis est.

Good!  
Nice style

### Different Typeface, Much Bigger and Red

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laoreet mattis posuere. Donec posuere congue nulla. Nunc  
mauris nisl, mollis aliquam ultrices non, scelerisque quis est.

Avoid!  
Too much contrast!



## **FONTS & TYPEFACES**

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**ON YOUR OWN**

# ACTIVITY

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## EXERCISE

### **KEY OBJECTIVE(S)**

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Continue progress on your final project by iterating on your composition and typesetting the content in place.

### **SUGGESTED TIMING**

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Take a few minutes to evaluate your type samples from Monday.

Narrow it down to your top 4 or 5 choices, and partner with a classmate to help make your final decision.

Use the rest of the class time to begin typesetting your page.

### **DELIVERABLE**

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A high-fidelity one-page composition.

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**COLOR**

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**Q&A**

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**COLOR**

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# EXIT TICKETS

**[HTTP://GA.CO/VISTICKET](http://ga.co/visticket)**