# TEXT/TYPOGRAPHY WORKSHEET #2: Identify fonts

## TYPEFACES IDENTIFICATION STRATEGIES

**Method #1 online tool:**

Create a screenshot of a line of type (generally the longer, the better), and upload the image to one of the online tools:
Adobe Typekit
What the font
Identifont

**Method #2 PhotoShop tool:**

Open a screenshot or the whole infographic in Photoshop and use the Match Font tool.
Here's a video that shows how: https://youtu.be/GIjC0UW5ngs

**Method #3: Manually in Illustrator:**

Choose some text and retype it in any font, then go through your list of fonts to see which
is the closest. This video shows you some fun tricks that make this much easier than it
sounds: https://youtu.be/GKxQ0-3MepI

## FONT FAMILIES

I see many typestyles in this infographic—different sizes, different colors, different weights. But they all seem to belong
to just two underlying font families:

**Font family #1:**   (I see text that uses a serif typeface in different sizes, colors (red, black and white) and weights.

**examples:**

Die Wirtschaft     Die Hartz-IV-Empfänger

**closest match:**

I tried using PhotoShop's Match Font tool, but it suggested **Superclarendon** which looks quite different to me (for example the bottom points of the "W" are flat):

# Die Wirschaft

Next I used the manual Illustrator strategy and found a very close match in **Baskerville**:

# Die Wirtschaft

I do see some differences, for example, the top of the center point in the "W" doesn't have a serif and the terminations are less ball-like, but the stroke weight variation
and letterforms are very similar.

**Font family #2:**   I see one sans serif typeface in different sizes, colors (black and white), and weights.

**examples:**

2006
303392

Land- und
Forst-
wirtschaft,
Fischerei

**closest match:**

The text is too small to be clear in this low-resolution image, so I used the manual Illustrator strategy and found a very close match in **Oriya Sangam MN:**

2006
303392

Land- und
Forst-
wirtschaft,
Fischerei
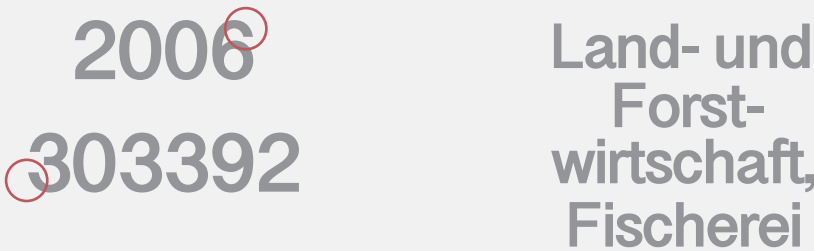
I do see some differences in the numbers, for example, the ends of the 6 and 3 curve in more.

# TEXT WORKSHEET #3: Uses of text, readability and association strategies

Analysis of how text is used in an infographic.

## USES FOR TEXT - SCREENSHOTS

### Titles and headings

I see 1 style for the main title, a smaller size for the subtitles

Berliner
Atlas:
Die Wirtschaft

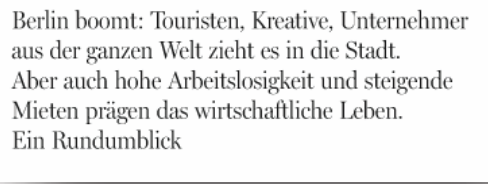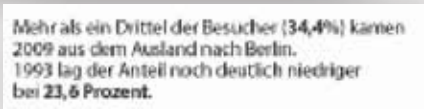Die Hartz-IV-Empfänger
Stand Mai 2010

Die Wirtschaftskraft

Berliner

### Annotations    I see two typefaces used for annotations:

Berlin boomt: Touristen, Kreative, Unternehmer aus der ganzen Welt zieht es in die Stadt. Aber auch hohe Arbeitslosigkeit und steigende Mieten prägen das wirtschaftliche Leben. Ein Rundumblick

Berlin boomt:

Mehr als ein Drittel der Besucher (34,4%) kamen 2009 aus dem Ausland nach Berlin. 1993 lag der Anteil noch deutlich niedriger bei 23,6 Prozent.
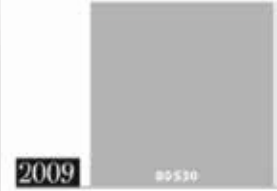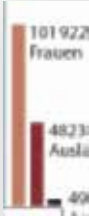
Mehr als ein Dittle der Besucher

### Labels

**identity labels** Most of the identity labels are in the sans serif font, but there are a few that use the serif font. They vary in size, but all are relatively small. Here are some examples:
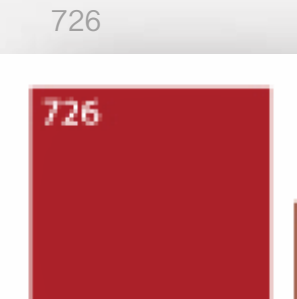
2009

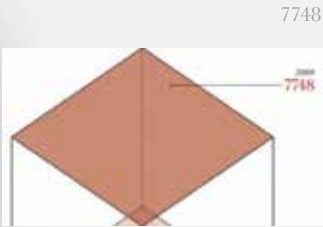101922 Frauen    Frauen

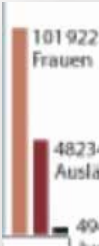48234 Ausl...

1990 356208    1990

**precision labels**: The precision labels are similar to the identity labels. Most use a small sans serif font, but a few use the serif font. Here are some examples:
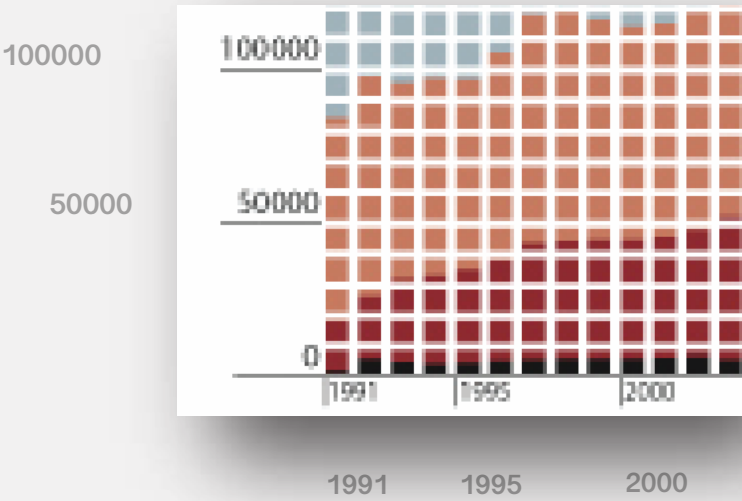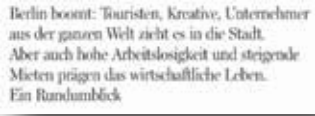
726

726

7748    7748

101922

101922 Frauen

48234 Ausla...

**axis labels**: There is one chart where axis labels are used. They use a small sans serif font. The y=axis labels are larger than the x-axis labels.

100000    100000

50000    50000

0

1991    1995    2000

## READABILITY

### alignment

Berlin boomt: Touristen, Kreative, Unternehmer aus der ganzen Welt zieht es in die Stadt. Aber auch hohe Arbeitslosigkeit und steigende Mieten prägen das wirtschaftliche Leben. Ein Rundumblick

All text is left-aligned

### line length

Bruttowertschöpfung in Berlin nach Wirtschaftsbereichen in jeweiligen Preisen

The longest line is 8 words long

### letter spacing
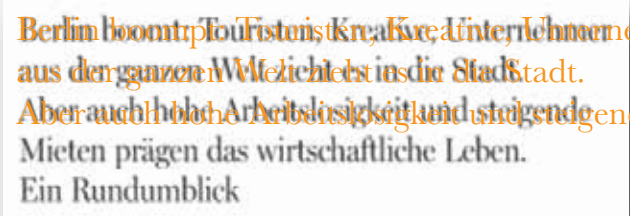
Die Wirtschaft

Die Wirtschaft

The letterspacing looks extra tight. When I type the same text with the default spacing, the letters don't touch.

### leading

The leading (line spacing) is a little tight. When I type the same text with the default leadings, the lines are spaced slightly farther apart.

Berlin boomt: Touristen, Kreative, Unternehmer aus der ganzen Welt zieht es in die Stadt. Aber auch hohe Arbeitslosigkeit und steigende Mieten prägen das wirtschaftliche Leben. Ein Rundumblick

## ASSOCIATION STRATEGIES - SCREENSHOTS

### color    *Take examples from your color model ather than your typography model

Here is an example where the text is the same color (white) as the visual element it labels or refers to.
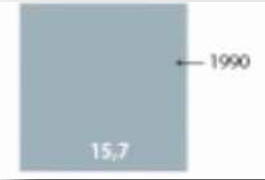
90% of

### proximity

Here is an example where labels are place on, or very close to the object they label:
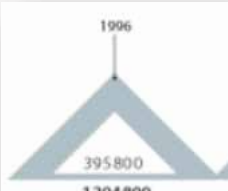
189

2010

### leader lines

Here is an example where a line leads from the label to the object it is labeling:

1990

15.7

All leader lines in this infographic straight (no bends). All are either vertical or horizontal (not angled). All have have a small ball at the end:

1996

395800

# TYPOGRAPHY WORKSHEET #4: Typeface features and impact

Learn to recreate the typography of your chosen text/typography model.
The goal is to deepen your understanding of typography and role it plays in communication.

## TYPEFACE FEATURES RECREATION

**Proportions** Type the word "dog" in at least 2 of the fonts you've identified (if you only have one, choose a comparison font that is different). Make them 72 pt, place them on the same baseline then compare their ascender/x-height and descender lines.

dog dog

ascenders
x-height
baseline
descenders
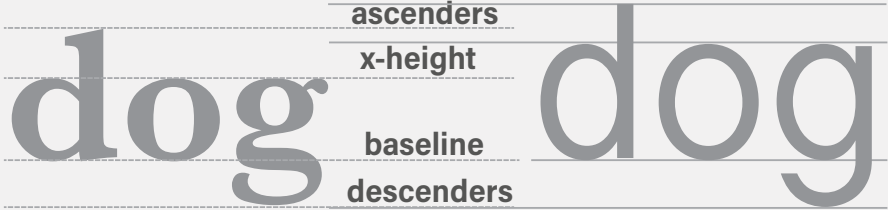
**Strokeweight** Type the letter "o" in each of your fonts (if your infographic uses only 1 font use the comparison font from the previous step). As shown in the example, vertical and horizontal orange lines that are the thickness of the vertical and horizontal portions of the "o," and look notice the variation in strokeweight.

o O

extreme variation      minimal variation

**Angle of stress** Draw a line drawn through the thinnest points in the letter "o" to the "angle of stress (if there is one):

o O

**Terminations**

For sans serif fonts, type the letter "s" in each font and draw a little line at the ends of the strokes showing their angle.

S

For serif fonts, type the letter "d" in each font and indicate whether the serifs are angled or horizontal, slab, hairline or bracketed. Also type a letter "f" and indicate which type of stroke termination you find:

angled
bracketed

d f      lachrymal

**Letter shape options**

Some letters have variant shapes. These include lowercase "a" and "g" which can be 1-storey or 2-storey as shown below:

ag      double-storey a, single-storey g

ag      double-storey a & g

## IMPACTS OF TYPEFACE CHOICE

**Tone/aesthetics** Type a phrase that describes your sense of its tone (there is no such thing as a wrong answer).

Baskerville feels masculine, conservative and formal

Oriya sangam MN feels practical and modest

### Salience/prominence

There are a few cases in this infographic where identity labels are right next to precision labels and the precision labeled is bolded to give it more prominence:

Here are two cases where size and color are used to create prominence:

2006
303392

2009
-7748

Die Insolvenzen
von Unternehmen beantragte Verfahren

### Communicate structure

Subheadings stand out because they consistently use the same distinctive typeface (red, serif, medium size). This makes it easy to scan for where sections begin.

Die Erwerbstätigen

### Legibility

**value contrast** (in the color model)

There are 4 text/background color combinations. 1 is high contrast, 2 are good contrast and 1 is low contrast:

mid
high    mid    low

legible ←--------------------→ illegible
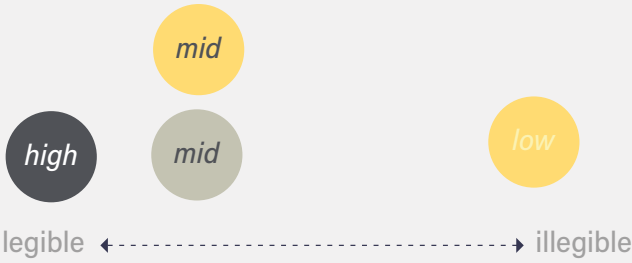
The low-contrast combination (white on yellow) is used in 2 instances. In one case, the text is very large so it's easy to read despite the low contrast. In the other case, its used for the sources. I suspect the designer didn't want this to attract attention away from other parts of the infographic.
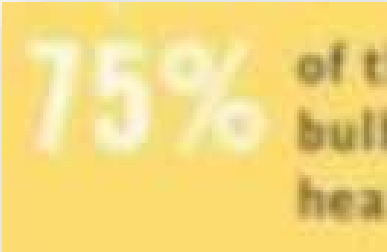
### letterforms

The typefaces used are not at all extreme (they're quite conventional and conservative), and there are no *italic* or ALL CAPS text.

### size

In the text model, there is very small type, but it is always high contrast (black on white)

Quelle: Amt für Statistik Berlin-Brandenburg

In the color model, as mentioned above, the low-contrast text is made more legible by being large:

75% of t
bul
hea

# TEXT/TYPOGRAPHY WORKSHEET #1: Infographic analyzed

**URL:** https://visual.ly/community/infographic/business/20-years-german-unity-berlin-chapter-business