

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/GljC0UW5ngs>

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

Add text here following the example in the sample analysis

Font family #1: Add text here following the example in the sample analysis

examples:



closest match:

Add text here following the example in the sample analysis (how you found a match)

I tried using Photoshop's Font match tool, but it gave me the wrong font (had weird formatting)- I used Fontspring which suggested “Texta” which seems to be a perfect fit.

OHIO POLLUTION

Add text here following the example in the sample analysis (i.e. difference between the font you found and the font in your infographic)

Font family #2: Add text here following the example in the sample analysis

examples:



closest match:

Add text here following the example in the sample analysis (how you found a match)

I tried matching the font using Fontspring since Photoshop was confusing the e with a; but there are differences between the text- notably in the depiction of the “t” which doesn’t have a curve and numbers where 0 doesn’t have rounded corners.

over the TRI of 2006 It's hard to overstate the

Add text here following the example in the sample analysis (i.e. difference between the font you found and the font in your infographic)

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

Add text here following the example in the sample analysis

LOCKS AND DAMS

Because of its length, the Ohio River has always served as a popular transportation route. Now a series of locks and dams accommodate commercial navigation.

TITLE IN TEXTA

Headings/body in core

Annotations

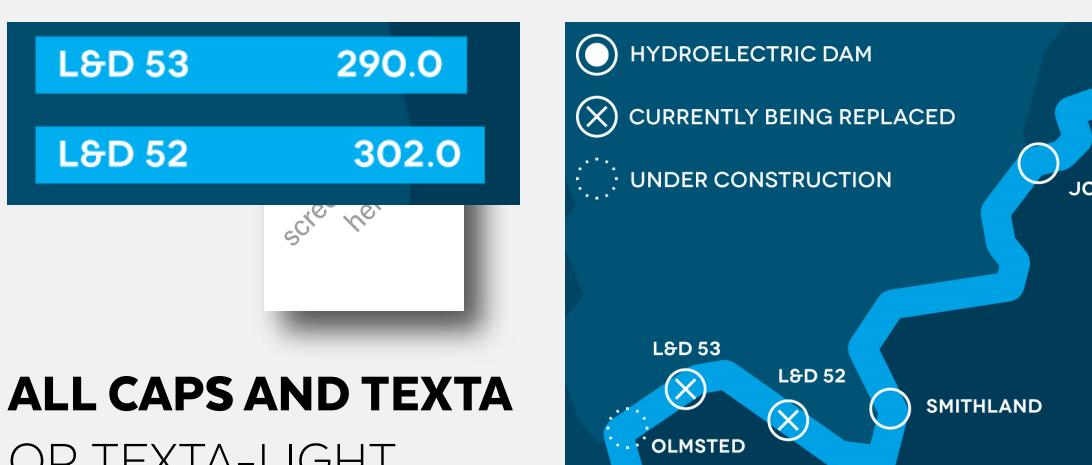
Add text here following the example in the sample analysis

Because of its length, the Ohio River has always served as a popular transportation route. Now a series of locks and dams accommodate commercial navigation.

all annotations in coresans

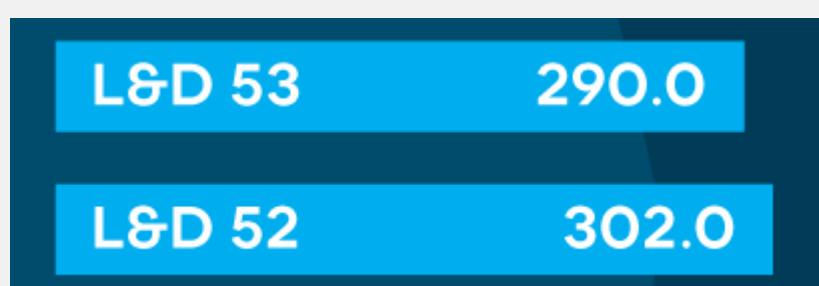
Labels

identity labels Add text here following the example in the sample analysis



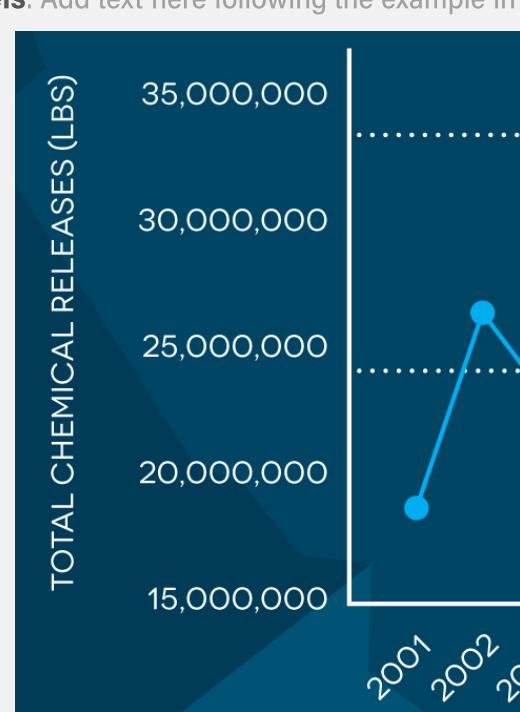
ALL CAPS AND TEXTA OR TEXTA-LIGHT

precision labels: Add text here following the example in the sample analysis



TEXTA-BLACK FONT ONLY ALL-CAPS

axis labels: Add text here following the example in the sample analysis



x,y axis labels
use unique font
different to texta
and core since zeroes
are circles unlike the
ellipsis in texta and core.
0-texta 0-core

READABILITY

justification Add text here following the example in the sample analysis

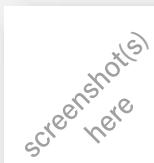
Because of its length, the Ohio River has always served as a popular transportation route. Now a series of locks and dams accommodate commercial navigation.



Mostly left aligned with graph-labels identifying names center-aligned

line length

Add text here following the example in the sample analysis



letter spacing

Add text here following the example in the sample analysis

But those uses have come at a cost. Since 2001, industries have discharged a greater volume of pollutants into the

Because of its length, the Ohio River has always served as a popular transportation route. Now a series of locks and dams accommodate commercial navigation.

longest line is 20 words long and shortest is 3 (note- 3 big words though)

leading Add text here following the example in the sample analysis

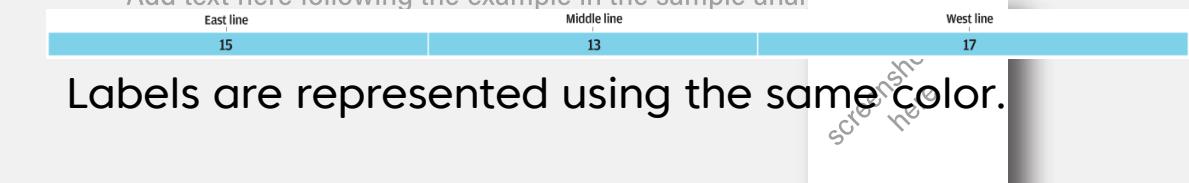
Because of its length, the Ohio River has always served as a popular transportation route. Now a series of locks and dams accommodate commercial navigation.

Line spacing is slightly loose- when I type the same text with default leadings- the lines are closer together

ASSOCIATION STRATEGIES - SCREENSHOTS

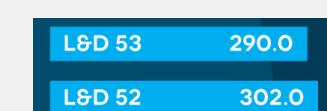
color *Take examples from your color model rather than your typography model

Add text here following the example in the sample analysis



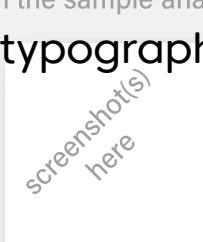
proximity Add text here following the example in the sample analysis

Labels are close to the object they label (dam names close to dams). With some imposed on the data representing they represent (label on bar)



leader lines Add text here following the example in the sample analysis

There are no leader lines in the typography infographic.



Add text here following the example in the sample analysis

TYPOGRAPHY WORKSHEET #4: Typeface features and impact

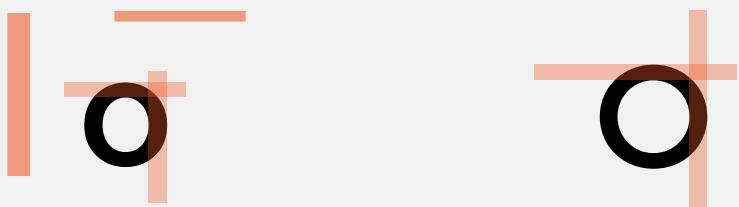
Learn to recreate the typography of your chosen text/typography model.
The goal is to deepen your understanding of typography and role it plays in communication.

TYPEFACE FEATURES CREATION

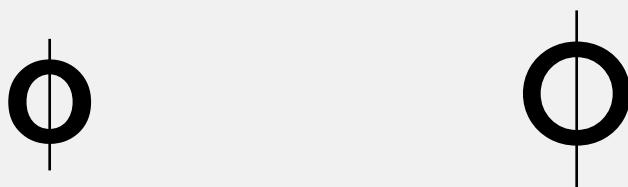
Proportions Type the word "dog" in at least 2 of the fonts you've identified (if you only have one, choose a comparison font that is different). Make them 72 pt, place them on the same baseline then compare their ascender/x-height and descender lines.



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.

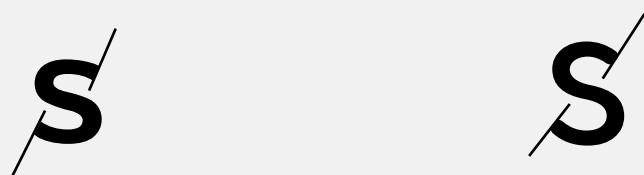


Angle of stress Draw a line drawn through the thinnest points in the letter "o" to the "angle of stress (if there is one):



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.



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:

Both fonts are sans.

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 story a, g

ag single story 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).

Texta feels more format and impactful to Core; it seems more urgent by being more squished together.

Core feels informal and conversational; it's easy on the eyes.

Salience/prominence

Add text here following the example in the sample analysis

Fonts, color, and size are used to make labels stand out amidst the text surrounding it.

POLLUTION

Since 2001, the Ohio has been the most polluted river in the United States. While the latest Toxic Release Inventory reports show

24,180,571 LBS

Communicate structure

Add text here following the example in the sample analysis

Subheadings stand out because they use a distinctive font (Texta) that is in all-caps and has a greater font-size.

LOCKS AND DAMS

Because of its length, the Ohio River has always served as a popular transportation route. Now a series of locks and dams accommodate commercial navigation.

Legibility

value contrast (in the color model)

Add text & images here following the example in the sample analysis



Add text here following the example in the sample analysis

letterforms

Add text here following the example in the sample analysis

OHIO

None of the text is extreme, but headings and titles are ALL CAPS to stand out.

size

Add text here following the example in the sample analysis

Small text stands out by contrasting with the background (white on dark blue) or being in ALL CAPS and bolded when blue on blue.

MILES LONG

The Ohio flows t

screens
here

In the color model, text stands out by being all-caps, or being stylized in a unique way (italics) or being boldened.

1,150km Lesser Khi SHANDONG

TEXT/TYPOGRAPHY WORKSHEET #1: Infographic analyzed

URL: <http://www.fondriest.com/news/infographic-ohio-river.htm>

