

INTRO TO

Typography

TUE 6:30 PM DBH 1300





Resource of the Week:

5-Minute Guide to Better Typography



Typeface vs. Font

Typeface
(Font-family)

Roboto Thin
Roboto Light
Roboto Normal
Roboto Medium
Roboto Bold
Roboto Black

Font

*36pt Roboto
Italic*



Some Typography Terminology



Battle of the Serifs

Do you know your serifs?

Google



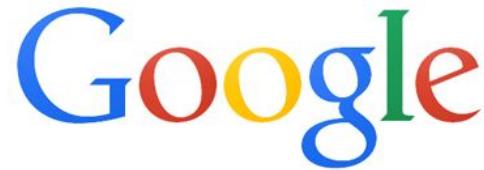
Battle of the Serifs

Do you know your serifs?

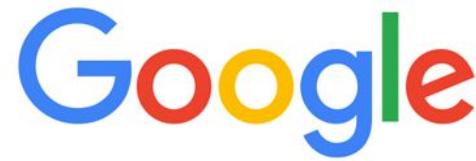


Serif vs. Sans Serif

Do you know your serifs?

The Google logo is displayed in a serif font, where each letter (G, o, o, g, l, e) features small decorative flourishes at the top and bottom of its vertical strokes.

Serif

The Google logo is displayed in a sans-serif font, characterized by clean, straight lines and the absence of traditional serif or serif-like features on the letterforms.

Sans serif



Tracking

The **vertical** spacing
between the lines.

Leading

The **spacing** between words

Kerning

The **d i s t a n c e** between the different letters

The screenshot shows a dark-themed web application for kerning practice. At the top, the text "kern me" is displayed in a large, white, sans-serif font. Below this, a small blue arrow points left with the text "To get started drag or use your ← → keys". A dotted red horizontal line runs across the screen. In the bottom-left corner, there is a section titled "Instructions" with the following text:
Your mission is simple: achieve pleasant and readable text by distributing the space between letters. Typographers call this activity *kerning*. Your solution will be compared to a typographer's solution, and you will be given a score depending on how close you nailed it.
Good luck!

More font resources:

Kern Game



Typography Tips



Typography Tips

Line Length

Narrower columns are read more quickly

Wider columns are read more slowly



Typography Tips

Alignment

Left-Aligned text is common for
left-to-right languages such as English

Center alignment works best when dealing
With just a few short lines of text

Right-aligned text is common for
Right-to-left languages such as Hebrew



Typography Tips

Readability

good readability:

Hi there stranger

poor readability:

Hi there stranger



**OPPOSITES
ATTRACT**



SANS SERIF +
SERIF

TALL +
SHORT

Decorative +
SIMPLE

BOLD +
LIGHT



The image displays two screenshots of web pages dedicated to fonts. The top screenshot is from **Typewolf**, a site that tracks trending typefaces. It features a large, stylized title "Typewolf" and a subtitle "What's Trending in Type". Below the header is a navigation bar with links to "SITE OF THE DAY", "FONT RECOMMENDATIONS & LISTS", "GUIDES & RESOURCES", "BLOG", and "ABOUT". The main content area shows two articles: one titled "How Better Is Possible" by Connected Lab, dated May 10, 2016, and another by My Linh Triệu Nguyễn, dated May 14, 2016. The bottom screenshot is from **Google Fonts**, showing a search results page for "Barcode". It lists "Roboto" by Christian Robertson (12 styles) and "Libre Barcode 39" by Lasse Fister (1 style). A yellow sidebar on the left contains the text: "All their equipment and instruments are alive."

More font resources:

Typewolf, Google Fonts

