

TYPOGRAPHY

- 
1. Typography là gì?
  2. Tại sao Typography  
lại quan trọng?
  3. Định nghĩa và  
thuật ngữ
  4. 10 cách để cải thiện  
thiết kế Typography
  5. 33 luật của  
Typography

# What is Typography?

*“It’s what language looks like”*

**TYPOGRAPHY**  
is  
**THE ART**  
**TECHNIQUE**  
..... *of* .....  
ARRANGING  
**TYPE** in *order*  
..... TO MAKE .....

**LANGUAGE**  
**VISIBLE**



# WHY TYPOGRAPHY IS IMPORTANT

?

Icons from Google

[www.oodlesstudio.com](http://www.oodlesstudio.com)

### **Old font**

ed, which is easily my  
be games, challenges,  
Show Show with the  
. Ghoulish good times!

### **New font**

ed, which is easily my  
be games, challenges,  
Show Show with the  
Ghoulish good times!

[General](#)

## Accessibility

Speak Auto-text



Automatically speak auto-corrections  
and auto-capitalizations.

Larger Text

IOS 9



Enhance Text Legibility



Enhance Background Contrast



Reduce Motion



## HEARING

Hearing Aids



[General](#)

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## HEARING

Hearing Aids



### III. Định nghĩa và thuật ngữ

#### Typefaces (Kiểu chữ)

Typeface hay còn gọi là Font family (kiểu chữ) là một bộ các chữ cái có cùng điểm chung trong thiết kế

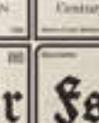
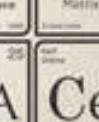
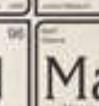
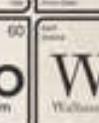
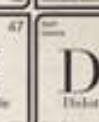
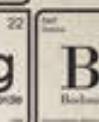
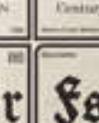
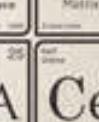
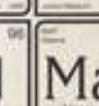
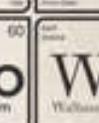
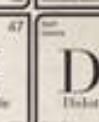
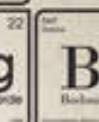
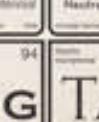
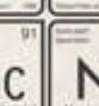
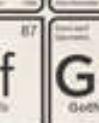
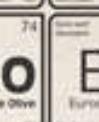
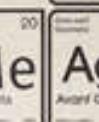
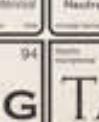
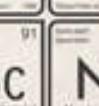
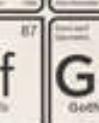
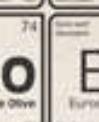
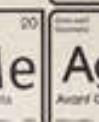
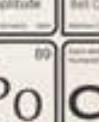
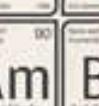
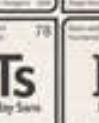
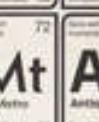
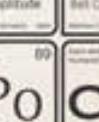
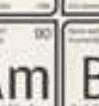
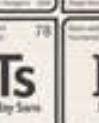
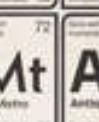
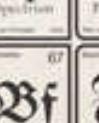
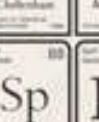
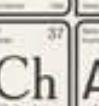
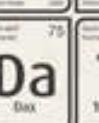
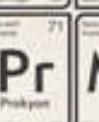
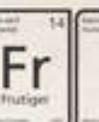
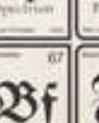
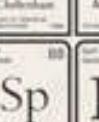
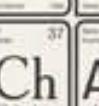
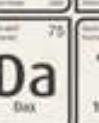
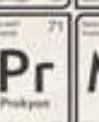
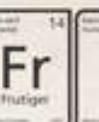
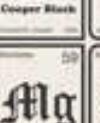
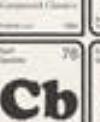
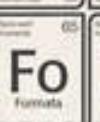
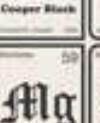
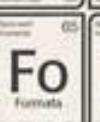
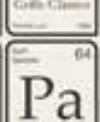
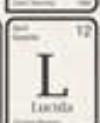
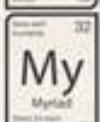
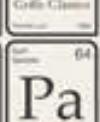
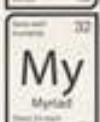
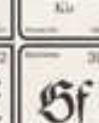
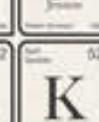
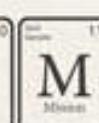
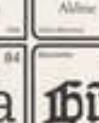
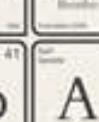
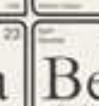
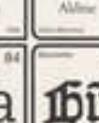
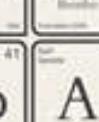
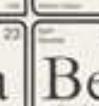
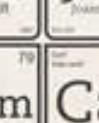
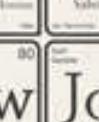
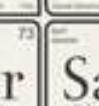
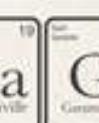
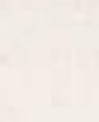
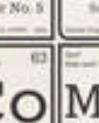
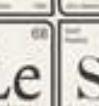
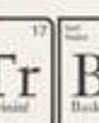
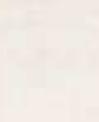
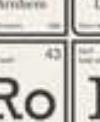
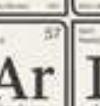
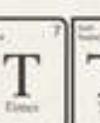
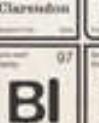
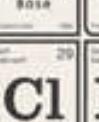
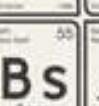
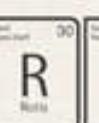
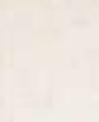
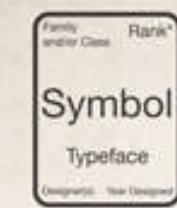
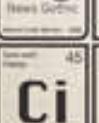
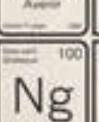
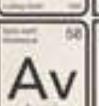
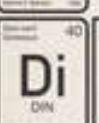
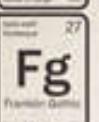
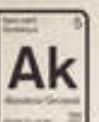
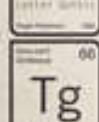
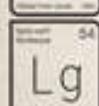
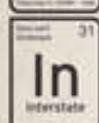
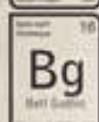
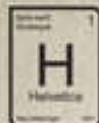
#### Fonts (Phông chữ)

Font là bộ chữ cái thuộc một typeface với kích thước và định dạng xác định



# Periodic Table of Typefaces

Popular, Influential, & Notorious



# LUNCHBOX

A NEW & 100%  
HANDWRITTEN  
TYPEFACE

KIMMY  
DESIGN

THE THING ABOUT LUNCHBOX  
IS IT BRINGS A LOT TO THE TABLE... ➤  
YOU SEE...  
& INCLUDING LIGHT REGULAR BOLD



USING OPENTYPE CONTEXTUAL ALTERNATIVES, LUNCHBOX GIVES AN AUTHENTIC FEEL.

ALL CAPS  
SMALL CAPS  
LOWERCASE  
NUMBERS

AAAA BBBB CCCC  
FFFF GGGG HHHH  
nnnn oooo pppp  
1111 2222 3333

THIS IS SUPER DUPER  
HELPFUL WHEN YOU HAVE  
THE SAME LETTER A FEW  
TIMES IN THE SAME WORD,  
SENTENCE OR PARAGRAPH.  
[which is pretty much always]

SO THAT'S PRETTY SWEET.  
BUT IF YOU CAN BELIEVE IT...

THERE'S MORE!

## IT COMES IN

ALL CAPS  
SMALL CAPS  
& lowercase  
.....  
which is cool!

BUT WHAT'S COOLER...  
THERE ARE OVER 1,500  
TOTAL CHARACTERS

WHOAH THAT'S A LOT!  
BASICALLY EACH LETTER HAS 4 DIFFERENT VERSIONS

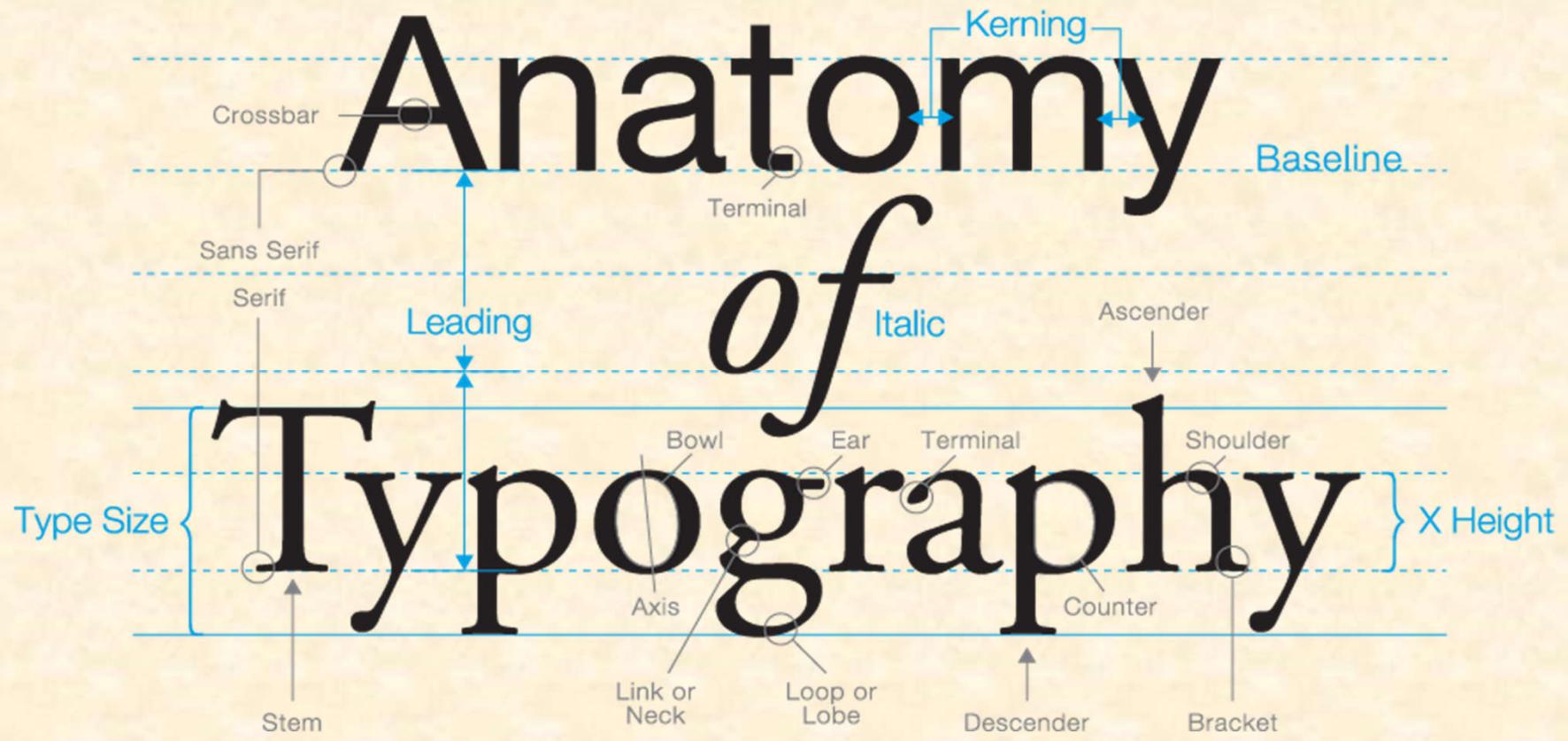
HERE, LET'S TAKE A LOOK →

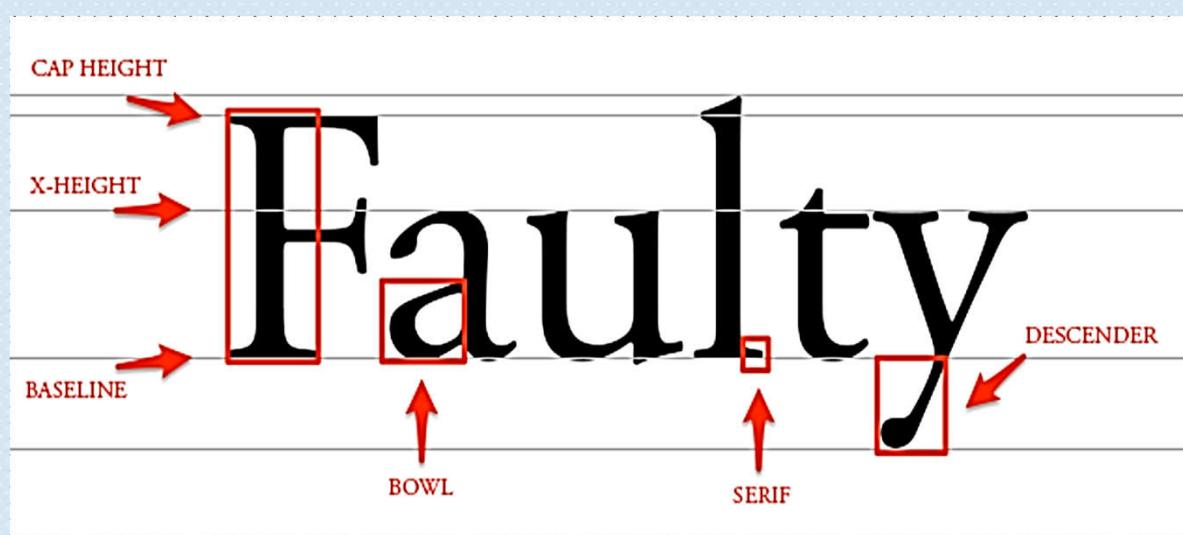
AND FOR EXTRA SWAGGER... LUNCHBOX ALSO HAS  
Some pretty sweet Swashes.

SO TO SUM THIS UP...  
YOU'RE BASICALLY  
GETTING 4 FONTS...  
IN ONE. THAT'S NUTS!

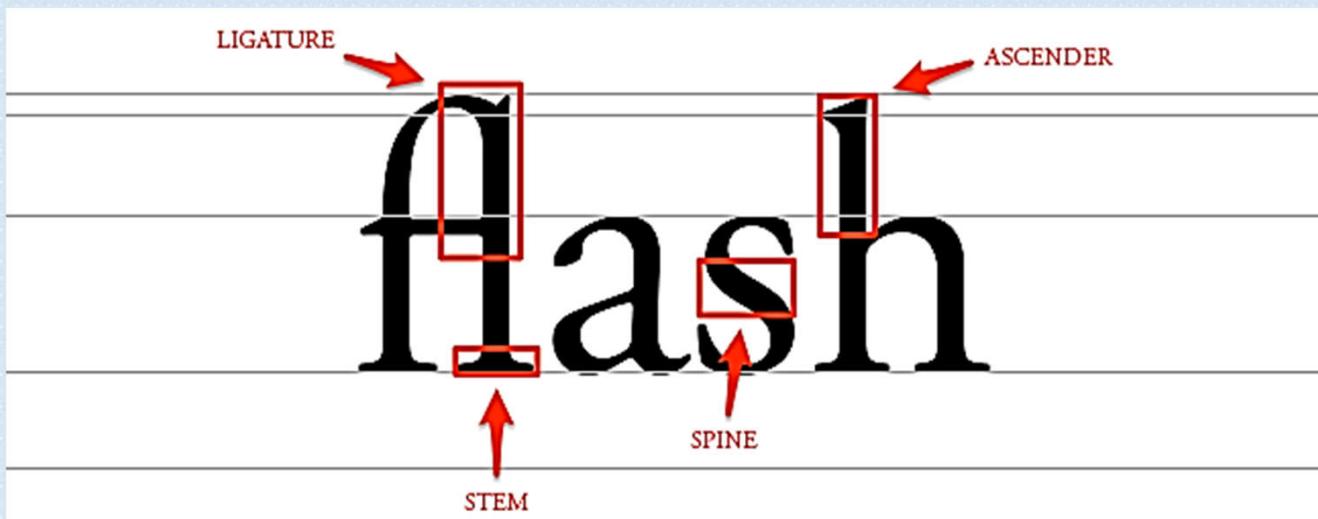
yep! like i told you...  
lunchbox is packed  
with lots of goodies.  
it brings a lot to the  
table. so enjoy!!!

### III. Định nghĩa và thuật ngữ

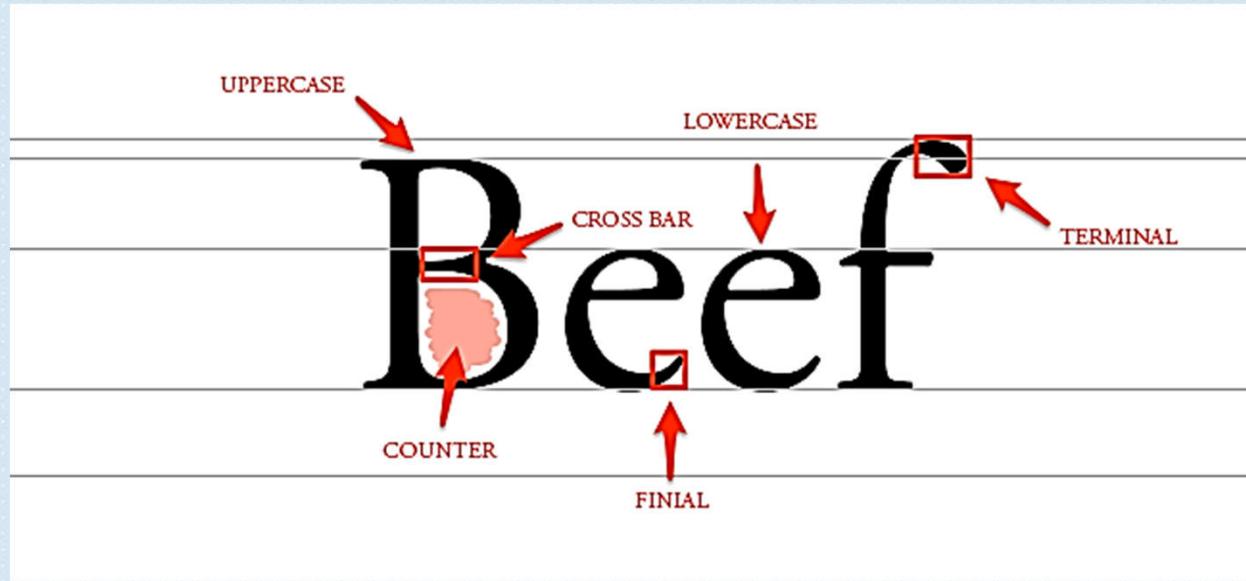




- **Baseline:** Đường kẻ ngang mà các chữ “ngồi lên”.
- **Cap height:** Khoảng cách từ Baseline đến đỉnh của chữ in hoa.
- **X-height:** Nằm giữa Baseline và Cap height, chiều cao của chữ thường.
- **Bowl:** phần cong của kí tự, bao gồm các phần tròn hoặc cong của một số chữ cái, như 'd,' 'b,' 'o,' 'D,' và 'B.'
- **Serif:** Phần kết thúc của kí tự trong một số kiểu chữ.
- **Descender:** Điểm dài nhất của một kí tự nằm ngoài base line.



- **Ligature:** đường nối các chữ liền nhau. (Trong trường hợp này, bạn sẽ nhận thấy 'f' và 'l' nối nhau tạo thành một kí tự.)
- **Stem:** Chân của một kí tự, tương tự như gốc của một cây hoa.
- **Spine:** phần thân cong của chữ 's', và chỉ có chữ s mới có khái niệm này.
- **Ascender:** Phần của một chữ cái kéo dài trên đường trung bình của phông chữ, nghĩa là cao hơn X-height của phông chữ.

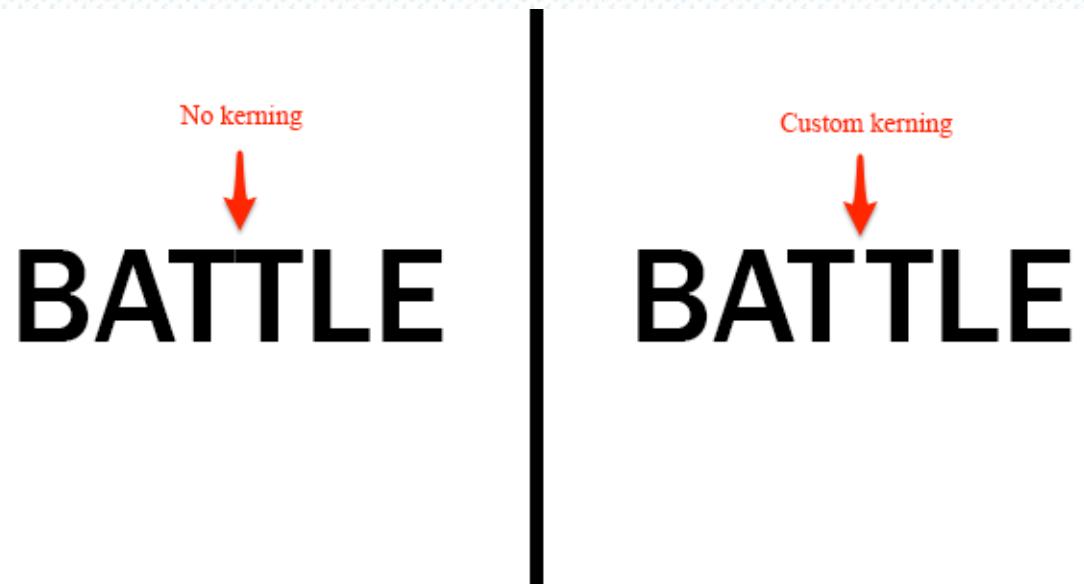


- **Cross bar:** Thanh chạy ngang qua bên trong kí tự và nối 2 phía của kí tự với nhau. (Trong trường hợp này, đó là thanh bên trong chữ in hoa 'B'.)
- **Counter:** Khoảng trống giữa các chữ cái như 'B', 'O', hoặc 'A.'
- **Finial:** Phần cuối của nét nhảy lên như 'e' hoặc 'c'.
- **Terminal:** Một loại đường cong mà bạn thấy ở đầu chữ 'f' hoặc cuối chữ 'j.'

### III. Định nghĩa và thuật ngữ

#### Kerning

Kerning là sự thay đổi không gian giữa hai chữ cái.



### III. Định nghĩa và thuật ngữ

#### Tracking

tracking là khoảng cách giữa tất cả các chữ cái

No tracking

BATTLE

Custom tracking

BATTLE

### III. Định nghĩa và thuật ngữ

#### Leading

Leading là khoảng cách giữa các baseline

Remember when teachers would ask you to double-space your essays in school? Well, the terms “single-space” and “double-space” are actually referring to leading, which is the distance between the baselines.

12pt leading

Remember when teachers would ask you to double-space your essays in school? Well, the terms “single-space” and “double-space” are actually referring to leading, which is the distance between the baselines.

30pt leading

### III. Định nghĩa và thuật ngữ

## Hierarchy

Hierarchy là hệ thống phân cấp

## Your Title is Most Important

*This description of the text is second most important*

### Section 1

Text  
text text text text text text text text text text text  
text text text text text

### Section 2

Text  
text text text text text text text text text text text  
text text text text text text text text text text

### Section 3

Text  
text text text text text text text text text text text  
text text text text text text text text text text text

“ *This is an important quote! Pay attention!* ”

## Type Classifications

- Hai loại chính là Serif và Sans serif
- Phân loại khác bao gồm Slif serif, blackletter, script, modern và decorative

**Old Style** Bembo

**Modern** Didot

**Sans Serif** Univers

**Decorative** Remedy

**Script** Snell Roundhand

**Black Letter** Goudy Text

Times New Roman

Aa Ee Rr  
*Aa Ee Rr* **a**  
**Publisher**

abcdefghijklm  
nopqrstuvwxyz  
0123456789

**Serif** là kiểu chữ có chân (như chữ 'Faulty') phía trên được gọi là Serif  
Các kiểu chữ Serif phổ biến: Times New Roman, Georgia, Garamond

# Sans Serif

Futura

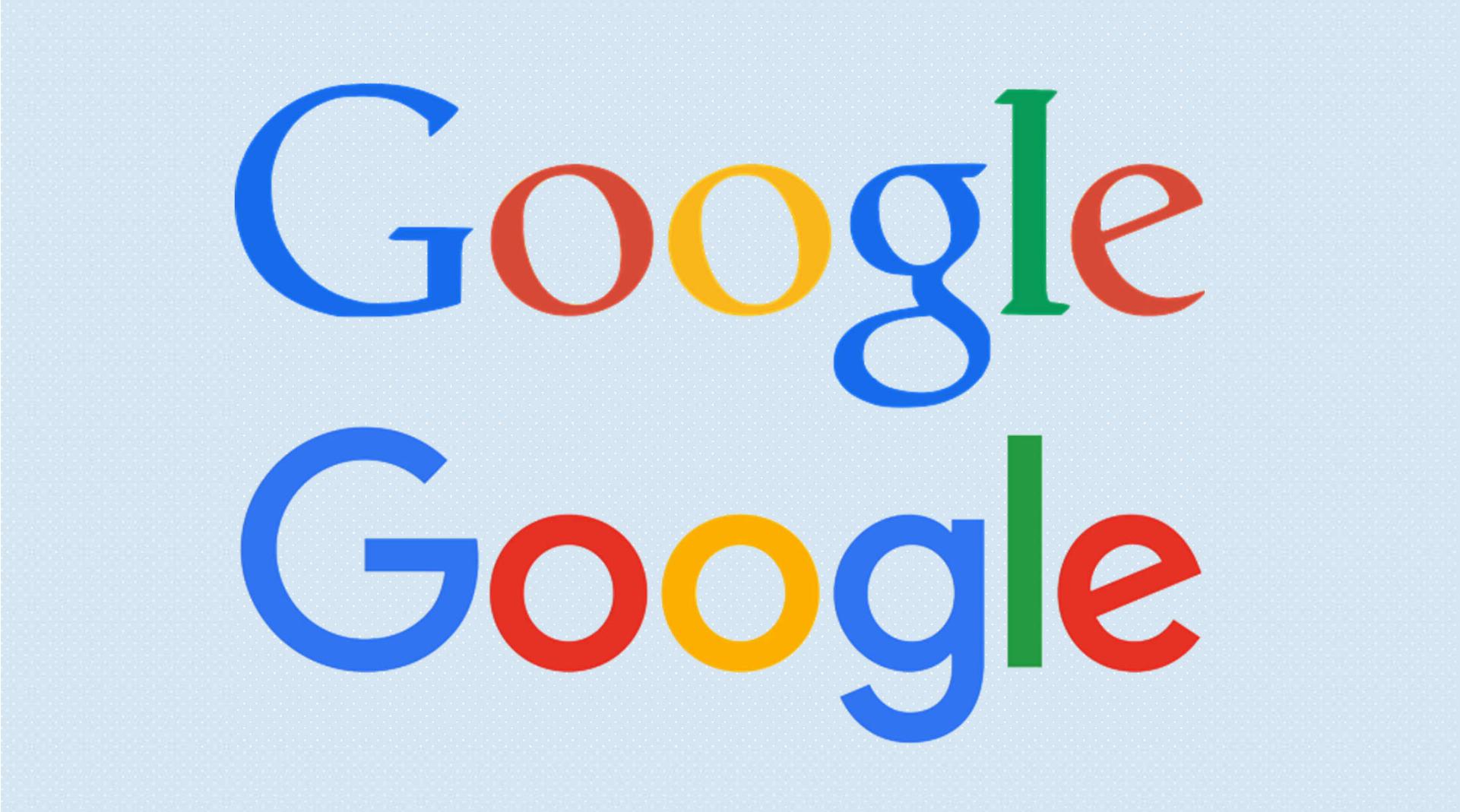
Aa Qq Rr  
Aa Qq Rr

a  
Zuführung

a b c d e f g h i j k l m  
n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

**Sans Serif** là kiểu chữ không có chân.

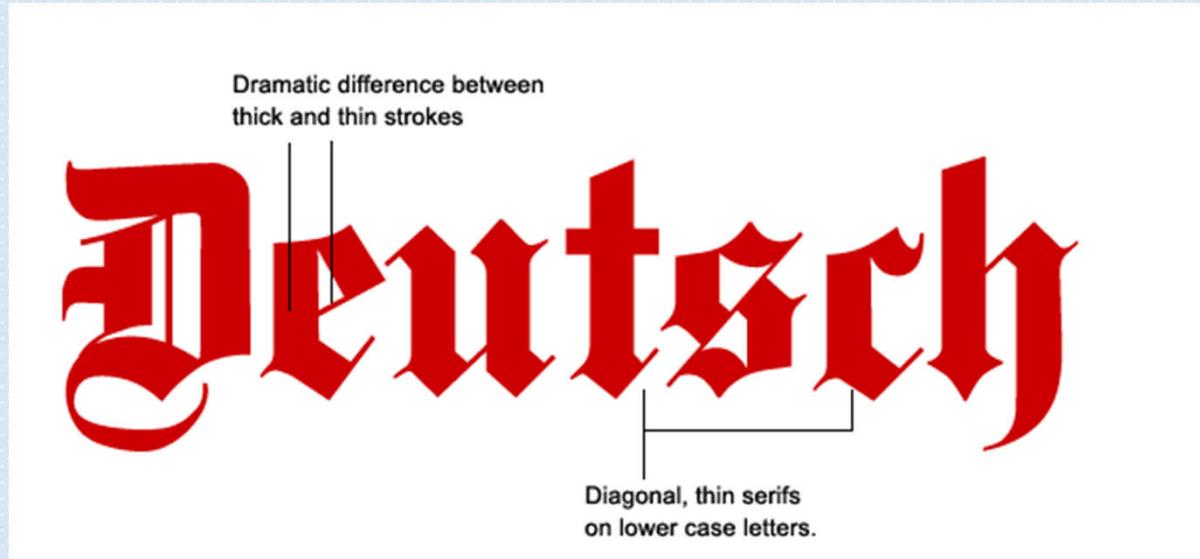
Các kiểu chữ phổ biến bao gồm: Arial, Verdana, và Futura.



The image displays two identical Google logos stacked vertically. Each logo consists of the word "Google" in a bold, sans-serif font. The letters are colored in a specific sequence: G (blue), o (red), o (yellow), g (blue), l (green), e (red). The second "o" in "Google" is notably smaller than the other letters. The entire logo is set against a light blue background with a subtle dotted texture.

Google

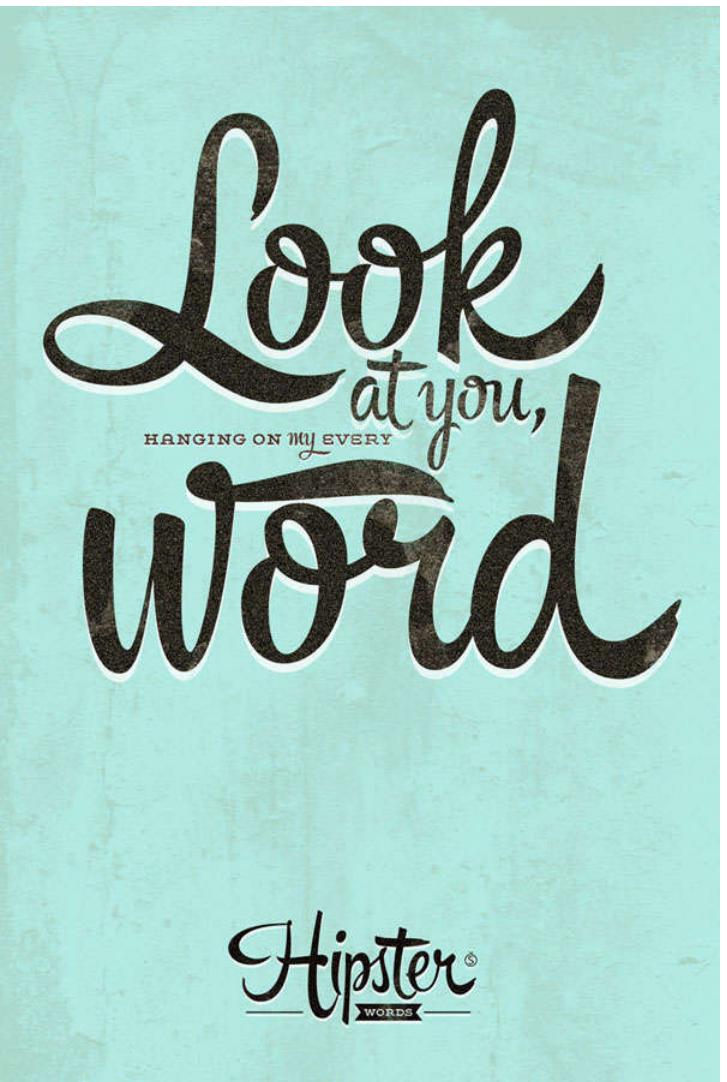
Google



**Blackletter** còn được gọi là Gothic hoặc Old English. Gồm những nét đột phá dày và mỏng và các vòng xoáy phức tạp ở phần chân và khá khó đọc. Các phông chữ blackletter phổ biến bao gồm Cloister Black, Deutsche Zierschrift và Germanica.

*Stylish* Cypriot  
Halloumi  
and Mint  
SALAD

Kiểu **Script** dựa trên các đường nét mềm mại và đa dạng của chữ viết tay  
Có hai phân loại cơ bản: formal và casual





1959-1975



1975-1990



1990-1999



1999-2004



2004-2005



2005-2009

TYPE FAMILY

TYPE FACE

TYPE STYLE

TYPE SIZE

CHARAC.

TER

## Type Families

Thuật ngữ "type family" hoặc "typeface family" được sử dụng để mô tả một loạt các thiết kế có tất cả các biến thể của một kiểu chữ cơ bản.

### **ITC STONE**

ITC Stone Serif

ITC Stone Sans

ITC Stone Informal

ITC Stone Humanist

### **LINEX SANS**

Linex Sans Light

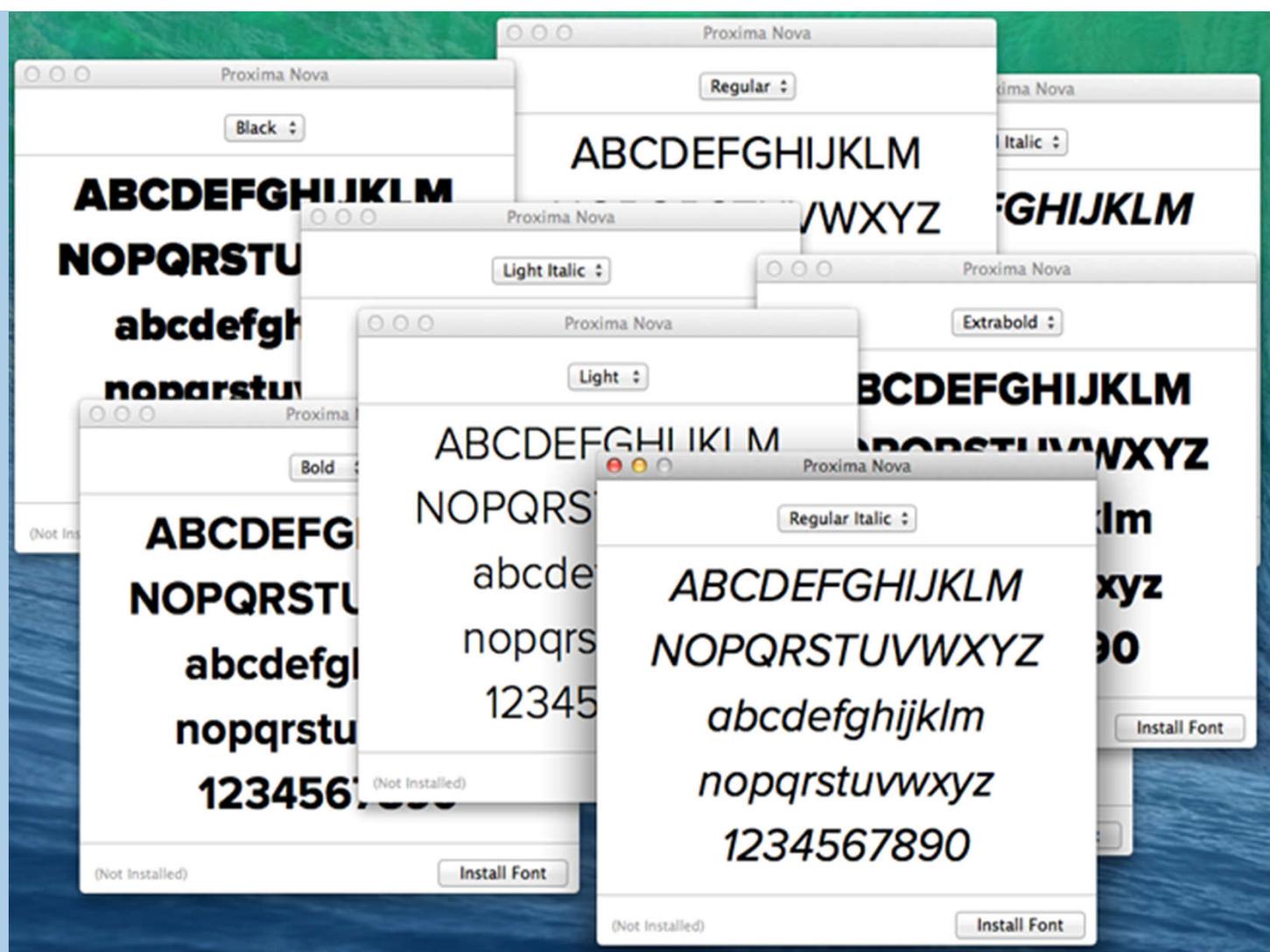
*Linex Sans Light Italic*

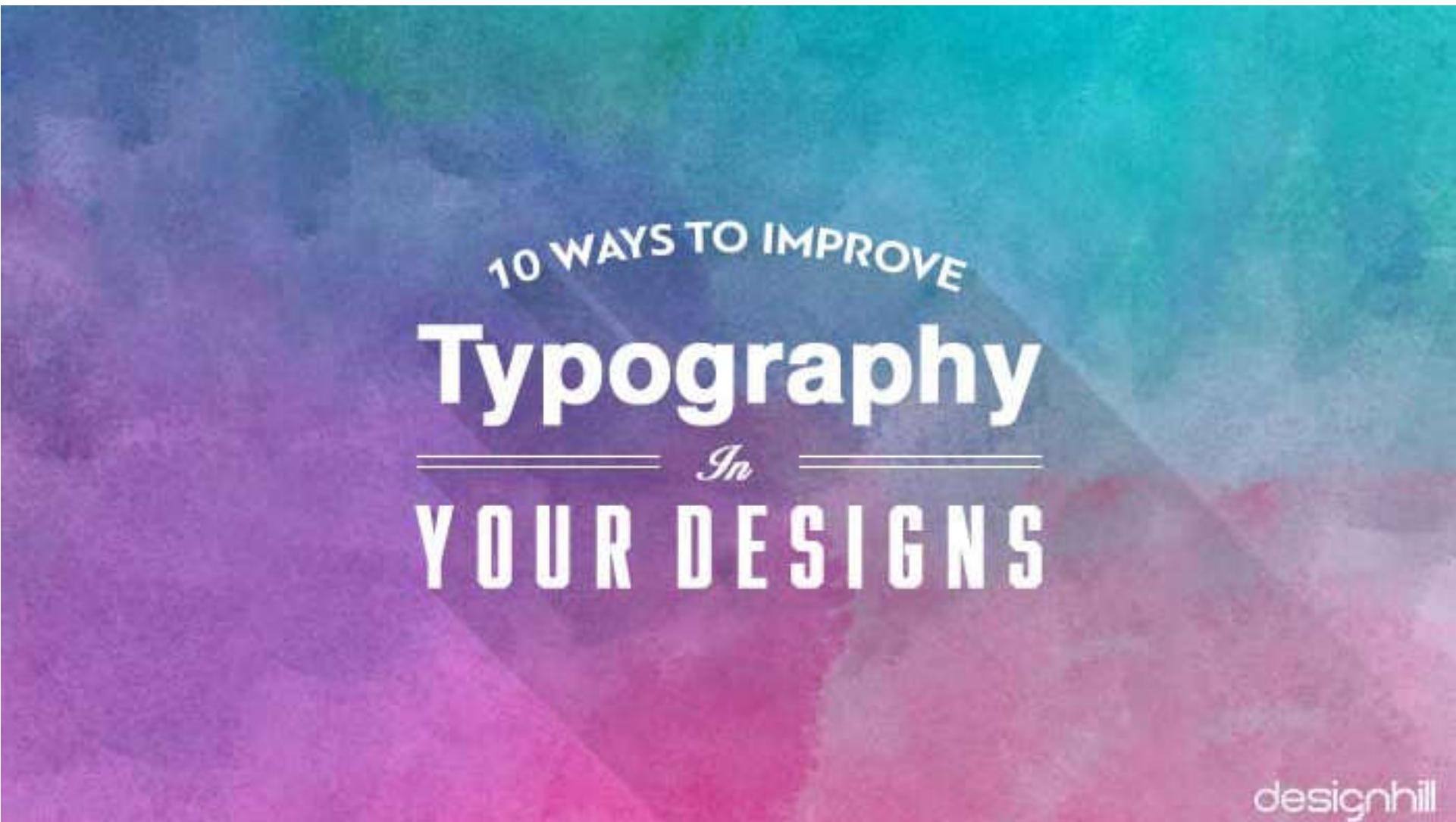
Linex Sans Regular

*Linex Sans Italic*

Linex Sans Bold

*Linex Sans Bold Italic*



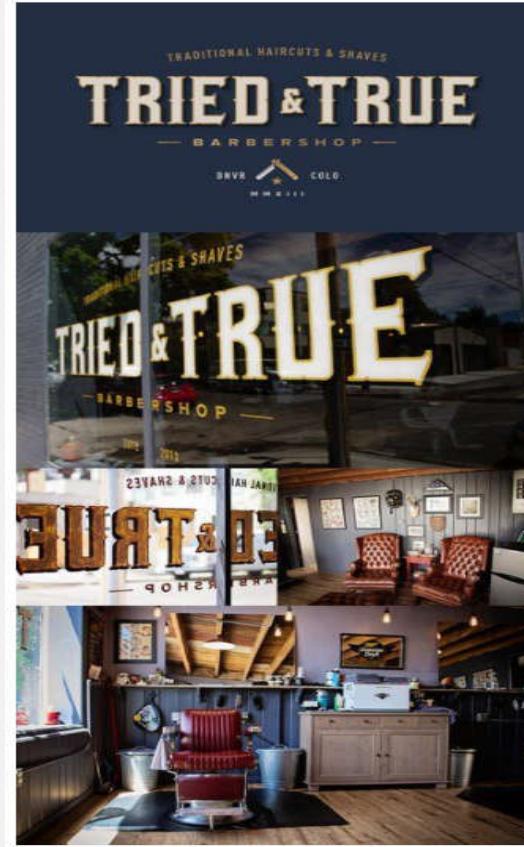


10 WAYS TO IMPROVE

# Typography *In* YOUR DESIGNS

designhill

## 1 - Match the Mood to the Message (liên kết giữa tâm trạng và thông điệp)



## 2 - Match the Mood to Your Audience (liên kết tâm trạng với đối tượng sử dụng)

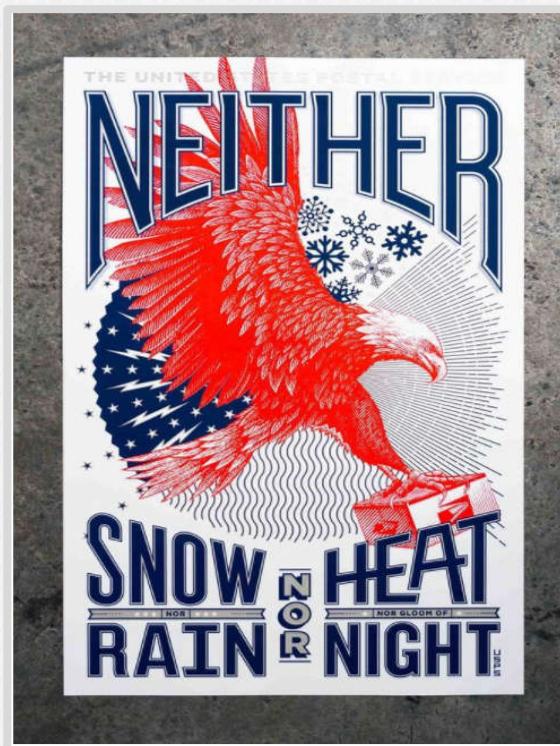


## 2 - Match the Mood to Your Audience (liên kết tâm trạng với đối tượng sử dụng)

## 3 - Match the Font's Point Size to the Design Context (làm cho kích thước của font chữ phù hợp với nội dung thiết kế)



A screenshot of the 'A Visual Type Scale' tool. It shows a preview text 'A Visual Type Scale' in 'Libre+Baskerville' font at a base size of 16px. Below the preview are several rows of text samples at different font sizes: 3.999em, 2.827em, 1.999em, 1.414em, 1.070em, 0.765em, and 0.535em. The 1.414em row is highlighted with a grey background. At the bottom, there are buttons for 'Grab the CSS' and 'Edit on CodePen'.



## 3 - Set Up a Hierarchy

The image shows an open book with a blue cover. On the left side of the cover, there is a vertical white bar containing three levels of heading hierarchy:

- Level One Headings**
- Level Two Subheadings**
- Level Three Body Copy**

The right page of the book contains a sample article layout. At the top, the title "Plant Design Dives into the Athabasca Oil Sands Tailings Ponds" is displayed. Below the title is a quote: "Nothing worth building is ever easy. That's why it's particularly cool to have design." The main body of the article includes several paragraphs of text, some headings, and a photograph of industrial pipes.

On the right side of the book, there is a graphic design element consisting of several overlapping circles of different sizes, connected by thin lines, forming a network-like pattern.

## 5 - Don't Neglect Spacing and Alignment

### (đừng bỏ qua khoảng trắng và canh lề)

#### TRACKING

##### NORMAL

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam blandit efficitur hendrerit. Donec at leo nibh. Pellentesque eleifend lacus ut leo varius pulvinar. Phasellus eu elit tempor, blandit turpis vitae, auctor metus. Nam pharetra, est in molestie pharezfelis. Pellentesque scelerisque condimentum magna. Nunc mattis lorem ac magna euismod, eget porta nisl viverra.

##### TOO TIGHT

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam blandit efficitur hendrerit. Donec at leo nibh. Pellentesque eleifend lacus ut leo varius pulvinar. Phasellus eu elit tempor, blandit turpis vitae, auctor metus. Nam pharetra, est in molestie pharezfelis. Pellentesque scelerisque condimentum magna. Nunc mattis lorem ac magna euismod, eget porta nisl viverra.

#### LEADING

##### NORMAL

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam blandit efficitur hendrerit. Donec at leo nibh. Pellentesque eleifend lacus ut leo varius pulvinar. Phasellus eu elit tempor, blandit turpis vitae, auctor metus. Nam pharetra, est in molestie pharezfelis. Pellentesque scelerisque condimentum magna. Nunc mattis lorem ac magna euismod, eget porta nisl viverra.

##### TOO TIGHT

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam blandit efficitur hendrerit. Donec at leo nibh. Pellentesque eleifend lacus ut leo varius pulvinar. Phasellus eu elit tempor, blandit turpis vitae, auctor metus. Nam pharetra, est in molestie pharezfelis. Pellentesque scelerisque condimentum magna. Nunc mattis lorem ac magna euismod, eget porta nisl viverra.

##### TOO LOOSE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam blandit efficitur hendrerit. Donec at leo nibh. Pellentesque eleifend lacus ut leo varius pulvinar. Phasellus eu elit tempor, blandit turpis

## 6 – Learn to Kern



# KERNING

*the amount of spacing  
between two letters*



## 7 - Limit Your Number of Typefaces & Weights / Styles (Giới hạn số kiểu chữ và độ dày / phong cách của bạn)

Using too **MANY**  
***typefaces*** is  
confusing *and* looks  
messy and CLUTTERED.

Canva



## 8 - Avoid Common “Type Crimes” (Tránh các “Type Crimes” thông thường)

### WIDE LOAD

INTERSTATE BLACK

*The set width is the body of the letter plus the space beside it.*

### TIGHT WAD

INTERSTATE BLACK COMPRESSED

*The letters in the compressed version of the typeface have a narrower set width.*

### WIDE LOAD

### TIGHT WAD

#### TYPE CRIME

HORIZONTAL & VERTICAL SCALING

*The proportions of the letters have been digitally distorted in order to create wider or narrower letters.*



Smart Quotes for Smart People

“Don’t be dumb”

“You’re smart!”

Good typography uses smart quotes, not dumb quotes

## 9 - Check for Clashing Colors or Backgrounds (Kiểm tra xung đột màu và màu nền)



## 10 - Observe & Practice (Quan sát và thực hành)



The  
**33**  
Laws  
of  
**Typography**

**Foundations of Beautiful Typography**

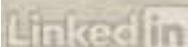
How to Format a Document

How to Format Large Bodies of Text

How to Format Smaller Blocks of Text

How to Use Punctuation Properly

How to Choose Typefaces



**lynda.com**

## i – How to format a Document

1. Distrust default software setting (bỏ thiết lập mặc định của phần mềm)
2. Ensure good contrast between text and background (đảm bảo sự tương phản tốt giữa text và background)
3. Avoid chart junk and page junk (tránh các thông tin dư thừa của biểu đồ hoặc trang)
4. Enforce a consistent style within a document (Áp dụng một style thích hợp trong 1 document)
5. Maintain a visual hierarchy (duy trì một hệ thống phân cấp thị giác)
6. Group related page elements (nhóm các thành phần liên quan trong page)

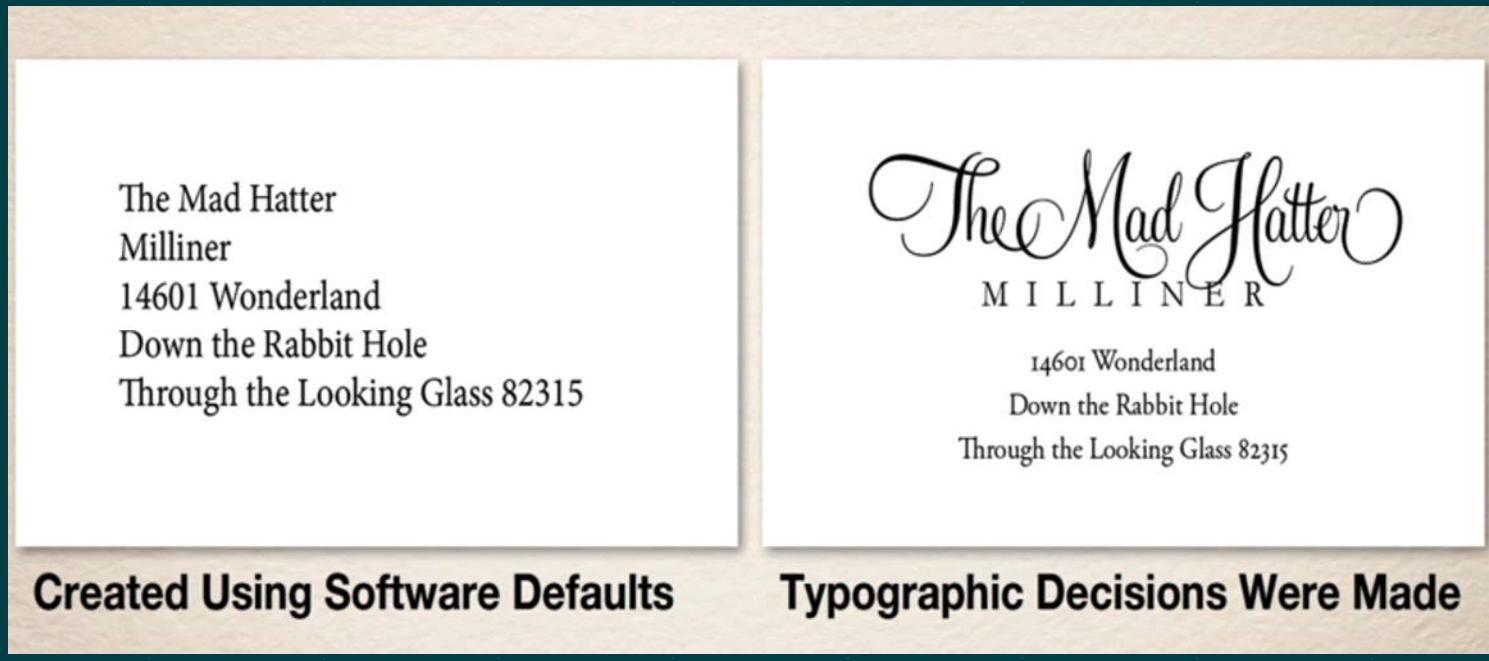
L A W 1

Distrust  
**Default**  
Software  
Settings

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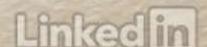
# I – Format a Document

1. Distrust default software setting (bỏ thiết lập mặc định của phần mềm)



L A W 2

Ensure **Good Contrast**  
Between  
**Text** and  
**Background**



## I - How to format a Document

### 2. Ensure good contrast between text and background (đảm bảo sự tương phản tốt giữa text và background)

I wonder if I've been changed in the night. Let me think. Was I the same when I got up this morning? I almost think I can remember feeling a little different. But if I'm not the same, the next question is "Who in the world am I?" Ah, that's the great puzzle!

HIGH CONTRAST

I wonder if I've been changed in the night. Let me think. Was I the same when I got up this morning? I almost think I can remember feeling a little different. But if I'm not the same, the next question is "Who in the world am I?" Ah, that's the great puzzle!

LOW CONTRAST

# I - How to format a Document

## 2. Ensure good contrast between text and background (đảm bảo sự tương phản tốt giữa text và background)

I wonder if I've been changed in the night. Let me think. Was I the same when I got up this morning? I almost think I can remember feeling a little different. But if I'm not the same, the next question is "Who in the world am I?" Ah, that's the great puzzle!

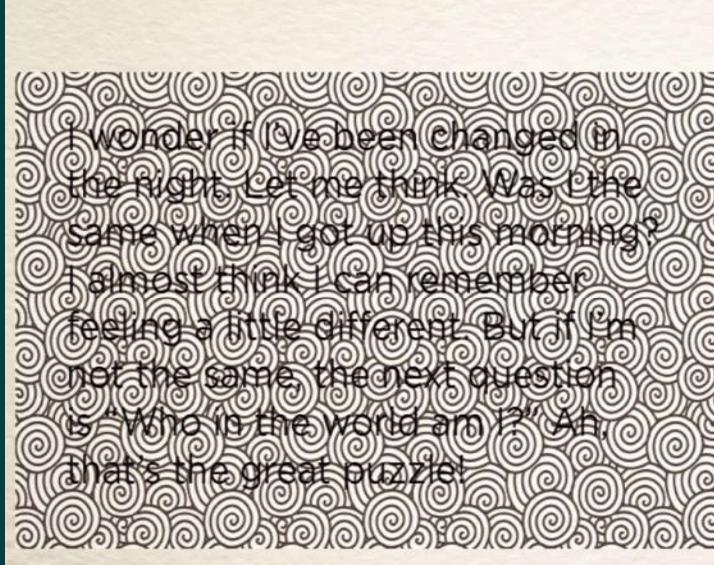
HIGH CONTRAST

I wonder if I've been changed in the night. Let me think. Was I the same when I got up this morning? I almost think I can remember feeling a little different. But if I'm not the same, the next question is "Who in the world am I?" Ah, that's the great puzzle!

LOW CONTRAST

# I - How to format a Document

## 2. Ensure good contrast between text and background (đảm bảo sự tương phản tốt giữa text và background)



The image shows a portion of a document with text on a background featuring a repeating pattern of stylized, swirling shapes. The text is in a black, sans-serif font and reads:

I wonder if I've been changed in  
the night. Let me think. Was I the  
same when I got up this morning?  
I almost think I can remember  
feeling a little different. But if I'm  
not the same, the next question  
is "Who in the world am I?" Ah,  
that's the great puzzle!

To the right of this image is a large, solid light beige rectangular area containing the following text:

Legibility is More Problematic  
with Patterned or Photographic  
Backgrounds

# I - How to format a Document

2. Ensure good contrast between text and background  
(đảm bảo sự tương phản tốt giữa text và background)



L A W 3

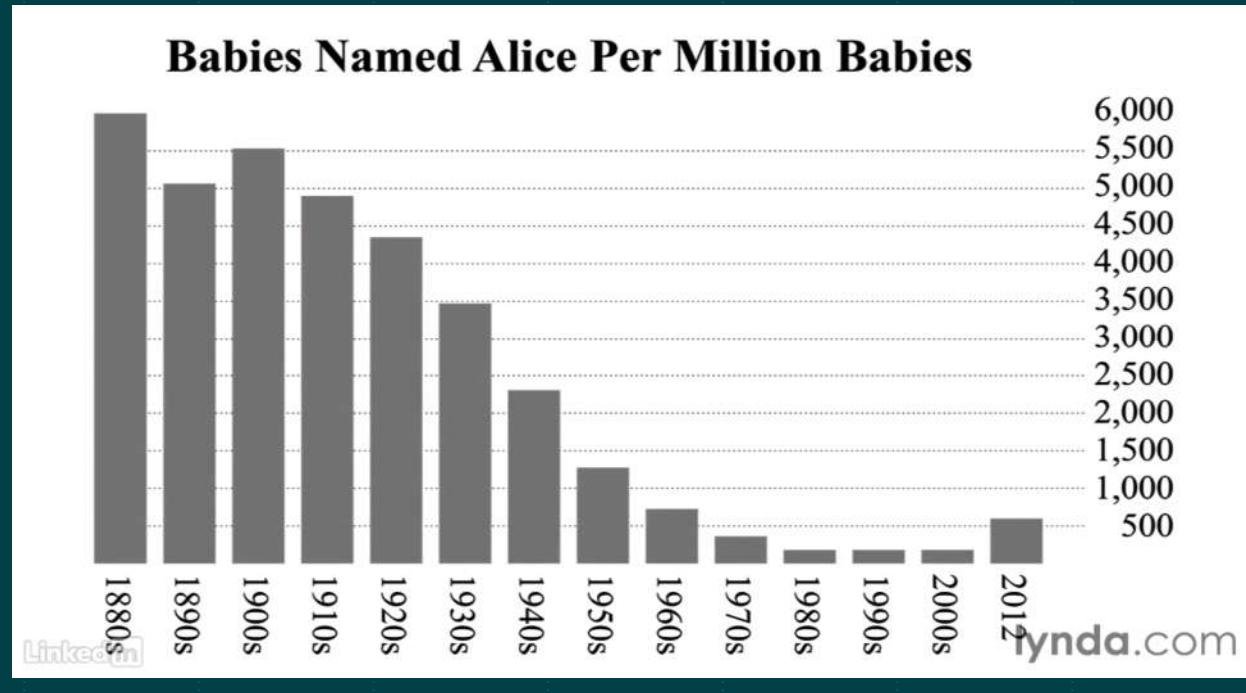
# Avoid **Chartjunk**, and **Pagejunk**



[lynda.com](https://www.lynda.com)

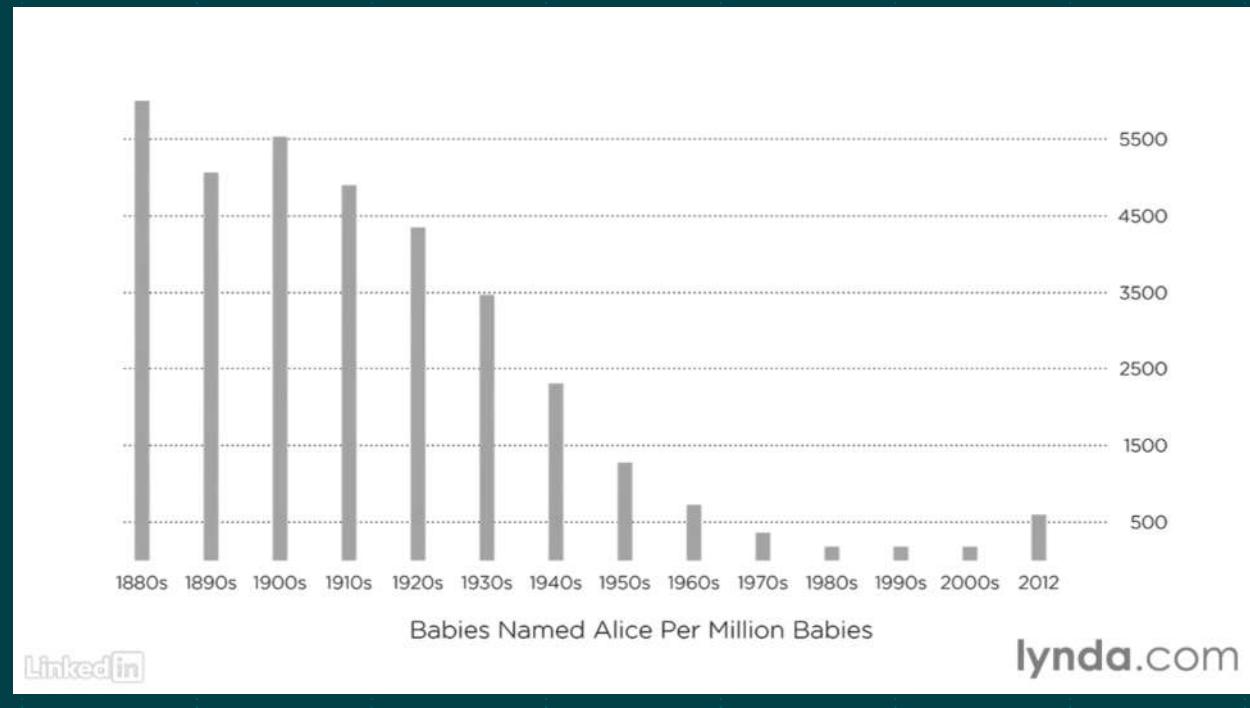
## I - How to format a Document

3. Avoid chart junk and page junk  
(tránh các thông tin dư thừa của biểu đồ hoặc trang)



## I - How to format a Document

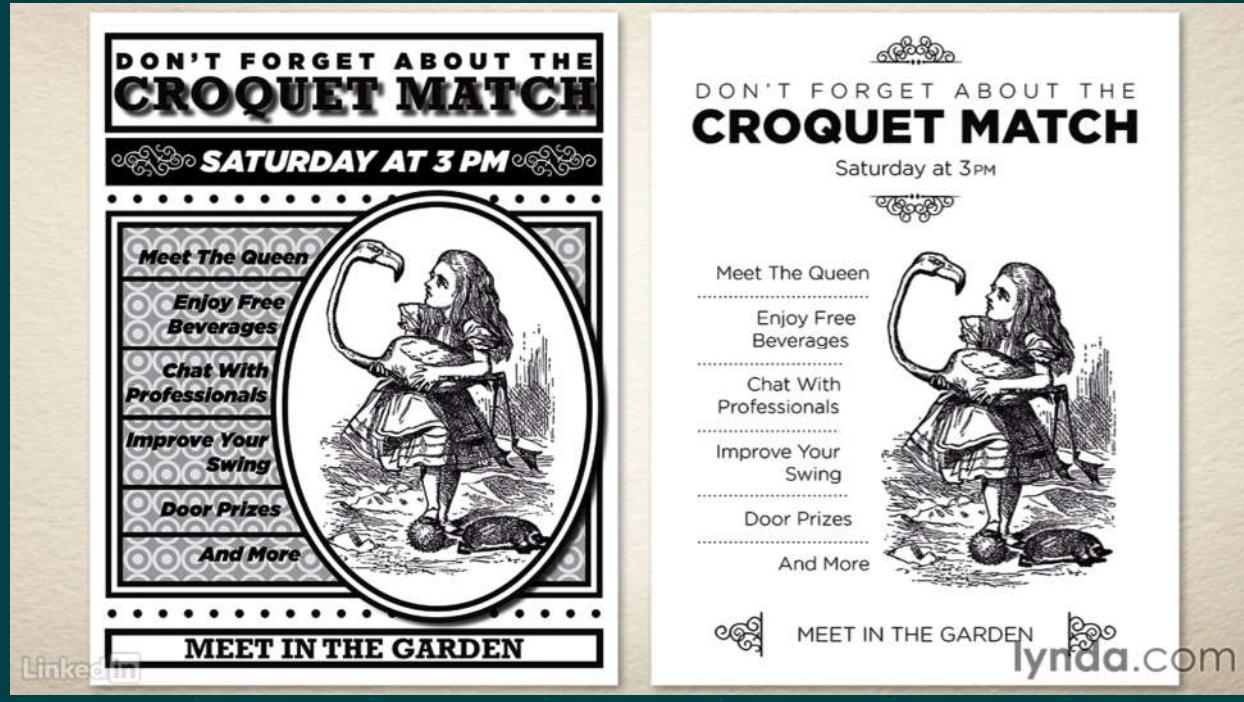
### 3. Avoid chart junk and page junk (tránh các thông tin dư thừa của biểu đồ hoặc trang)



# I - How to format a Document

## 3. Avoid chart junk and page junk

(tránh các thông tin dư thừa của biểu đồ hoặc trang)



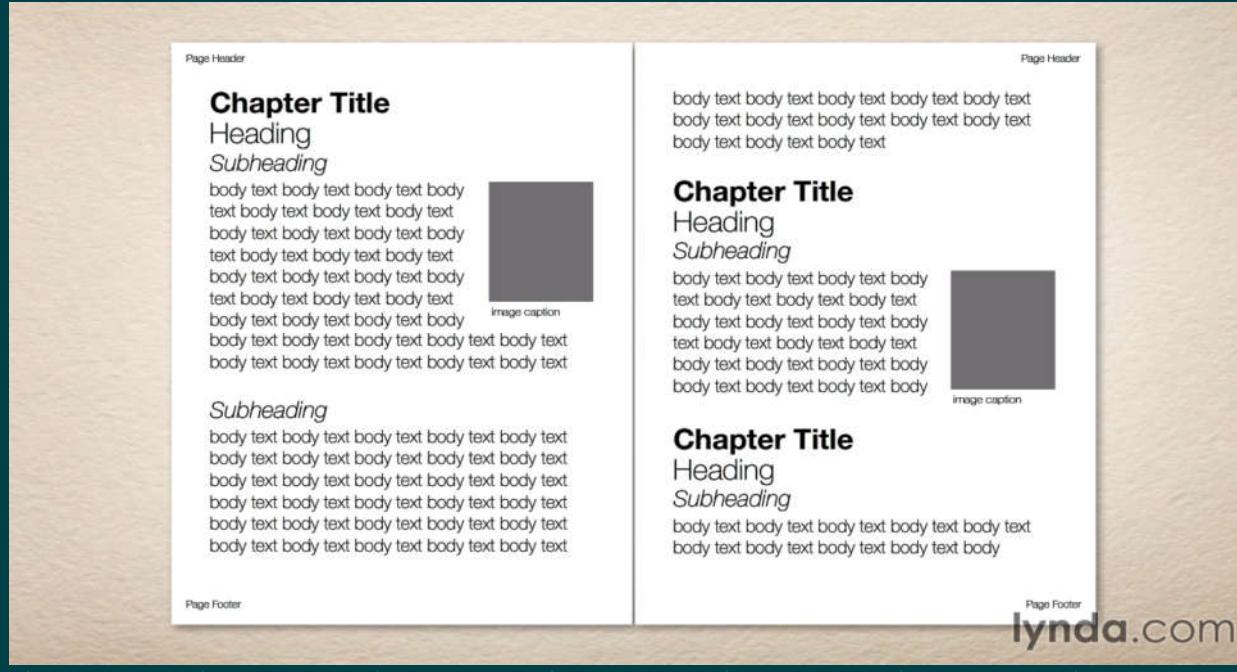
L A W 4

Enforce  
**Consistent  
Style**  
Within  
a  
**Document**

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# I - How to format a Document

## 4. Enforce a consistent style within a document (Áp dụng một style nhất quán trong 1 document)



L A W 5

# Maintain a **visual Hierarchy**

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# I - How to format a Document

## 5. Maintain a visual hierarchy (duy trì một hệ thống phân cấp thị giác)

The image shows two pages from the book "Alice's Adventures in Wonderland" by Lewis Carroll. Both pages feature the same illustration of Alice standing next to a large mushroom, with the Caterpillar perched on top of it, smoking a hookah. The text on both pages is identical, demonstrating a consistent visual hierarchy where the illustration remains constant while the surrounding text changes.

Lewis Carroll

Alice's Adventures in Wonderland

Chapter 5

Advice from the Caterpillar

**Who Are You?**

At last the Caterpillar took the hookah out of its mouth and addressed Alice in a languid, sleepy voice.

"Who are you?" said the Caterpillar.

Alice replied, rather shily, "—I hardly know, sir, just at present—or least I know who I was when I got up this morning, but I think I must have changed several times since then."

**Explain Yourself!**

"What do you mean by that?" said the Caterpillar, sternly.

"Explain yourself!"

"I can't explain myself, I'm afraid, sir," said Alice, "because I'm not myself, you see—being so many different sizes in a day is very confusing." She drew herself up and said very gravely, "I think you ought to tell me who you are, first."

Lewis Carroll

**Alice's Adventures in Wonderland**

**CHAPTER 5**

**Advice from the Caterpillar**

**Who Are You?**

At last the Caterpillar took the hookah out of its mouth and addressed Alice in a languid, sleepy voice.

"Who are you?" said the Caterpillar.

Alice replied, rather shily, "—I hardly know, sir, just at present—or least I know who I was when I got up this morning, but I think I must have changed several times since then."

**Explain Yourself!**

"What do you mean by that?" said the Caterpillar, sternly. "Explain yourself!"

"I can't explain myself, I'm afraid, sir," said Alice, "because I'm not myself, you see—being so many different sizes in a day is very confusing." She drew herself up and said very gravely, "I think you ought to tell me who you are, first."

The Caterpillar by Gordon Robinson

77

The Caterpillar by Gordon Robinson

77

L A W 6

# Group **Related** **Page** **Elements**

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# I - How to format a Document

## 6. Group related page elements (nhóm các thành phần liên quan trong page)

The image shows two side-by-side pages from the book "Alice's Adventures in Wonderland" by Lewis Carroll. Both pages are Chapter 5, "Advice from the Caterpillar".

**Left Page:** This page uses a traditional layout where each section is a separate block. It includes a title "LEWIS CARROLL" at the top, followed by the chapter title "Alice's Adventures in Wonderland", a section header "CHAPTER 5 Advice from the Caterpillar", and then several paragraphs of text. The text is organized into three distinct sections: "Who Are You?", "Explain Yourself", and another "Who Are You?" section.

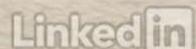
**Right Page:** This page uses a grouped layout where related sections are presented together. It starts with "LEWIS CARROLL" and the chapter title. Below that, the section header "CHAPTER 5 Advice from the Caterpillar" is followed by a single large block of text. This block contains both "Who Are You?" sections and both "Explain Yourself" sections, effectively grouping them together.

Both pages have the page number "77" at the bottom center.

LAW 7

Set

Printed **Body  
Text** at  
**9 to 11  
Points**



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## ii - How to format large bodies of text

7. Set printed body text from 9 to 11 points (12 points for web)  
(thiết lập body text từ 9 đến 11 points ( 12 points cho web))

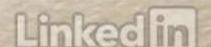
Any Specific Needs Your Audience May Have  
Would Outweigh These Conventions

**Print Documents:** Body Text Should be Sized at 9 to 11 Points

**Online Documents:** Body Text Should be Sized at 12 to 16 Pixels

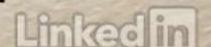
L A W 8

Set  
**Body  
Text** **2 to 3**  
**Alphabets**  
Wide



L A W 9

Favor  
**Flush**  
**Left**,  
**Ragged**  
**Right**  
Body Text



## ii - How to format large bodies of text

### 9. Favor flush – left, ragged – right body text

Alice's Adventures in Wonderland

CHAPTER 5  
Advice from the Caterpillar

**Who Are You?**  
At last the Caterpillar took the hookah out of its mouth and addressed Alice in a languid, sleepy voice.

"Who are you?" said the Caterpillar.

Alice replied, rather shyly, "I—I hardly know, sir, just at present—at least I know who I was when I got up this morning, but I think I must have changed several times since then."

**Explain Yourself**  
"What do you mean by that?" said the Caterpillar, sternly. "Explain yourself!"

"I can't explain myself, I'm afraid, sir," said Alice, "because I'm not myself, you see—being so many different sizes in a day is very confusing." She drew herself up and said very gravely, "I think you ought to tell me who you are, first."

LinkedIn

L A W 1 0

Separate  
Sentences with  
**1** Space,  
**NOT** **2**



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## ii - How to format large bodies of text

10. Separate sentences with one space, not two  
(phân cách các câu với một khoảng trắng, không phải hai)

~~"What a curious feeling!" said Alice. "I must be shutting up like a telescope!" And so it was indeed! She was now only ten inches high, and her face brightened up at the thought that she was now the right size for going through the little door into that lovely garden.~~

"What a curious feeling!" said Alice. "I must be shutting up like a telescope!" And so it was indeed! She was now only ten inches high, and her face brightened up at the thought that she was now the right size for going through the little door into that lovely garden.

## ii - How to format large bodies of text

11. Don't allow less than seven characters on a line (không cho phép ít hơn 7 ký tự trên một dòng)
12. Avoid bad paragraph breaks (Tránh ngắt đoạn không đẹp)
13. Avoid line – breaking hypens (tránh ký tự gạch nối cuối dòng)
14. Signal new paragraph once, not twice (đánh dấu đoạn mới bằng một dấu hiệu, không phải hai)
15. Break up large blocks of text (ngắt thành từng đoạn text)

L A W 11

Don't Allow  
Less Than 7 Characters  
on a Line

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## ii - How to format large bodies of text

11. Don't allow less than seven characters on a line  
(không cho phép ít hơn 7 ký tự trên một dòng)

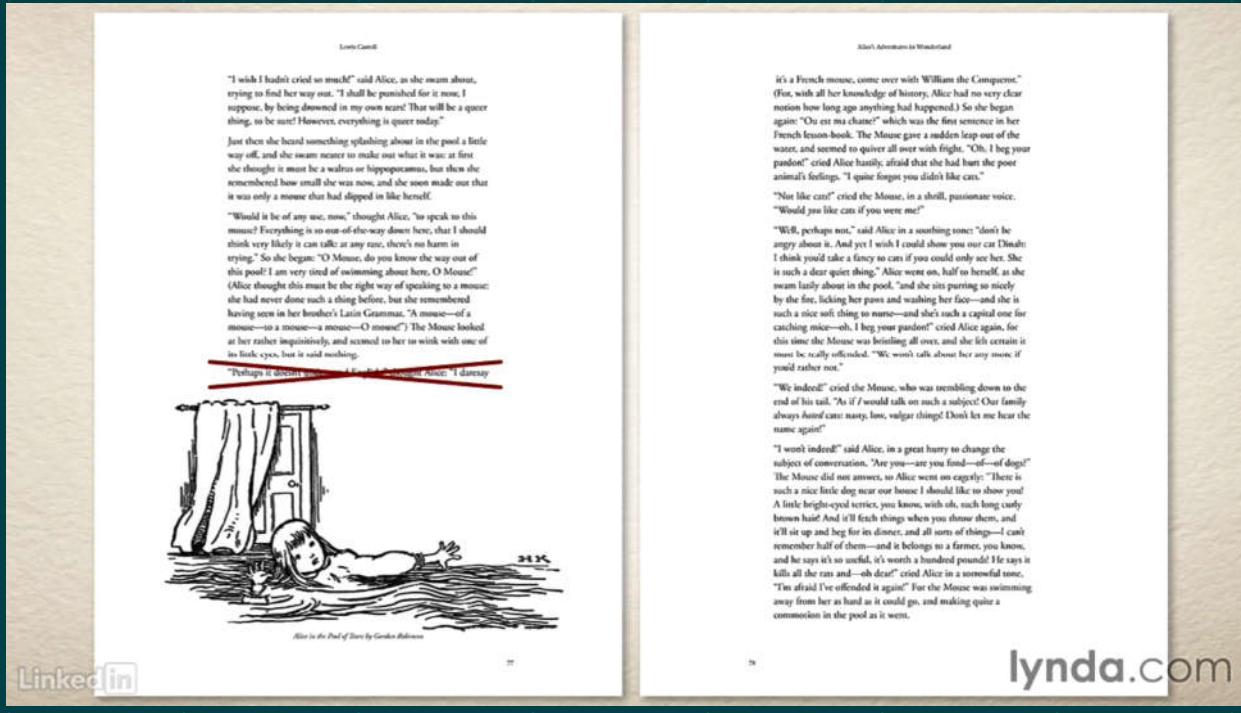


L A W 1 2

Avoid  
Bad  
**Paragraph  
Breaks**

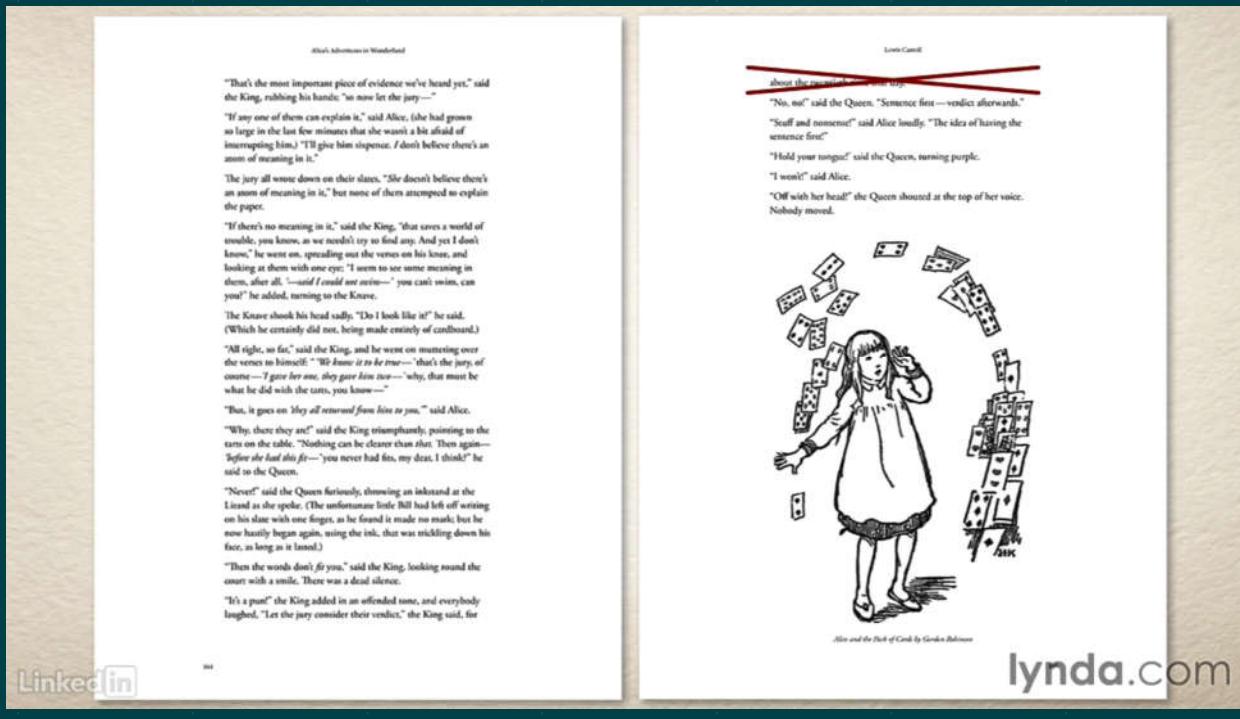
## ii - How to format large bodies of text

### 12. Avoid bad paragraph breaks (Tránh ngắt đoạn không đẹp)



## ii - How to format large bodies of text

### 12. Avoid bad paragraph breaks (Tránh ngắt đoạn không đẹp)



L A W 1 3

# Avoid **Line-Breaking** Hyphens

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## ii - How to format large bodies of text

### 13. Avoid line – breaking hypens (tránh ký tự gạch nối dòng)

Alice did not at all like the tone of this remark, and thought it would be as well to introduce some other subject of conversation. While she was trying to fix on one, the cook took the cauldron of soup off the fire, and at once set to work throwing everything within her reach at the Duchess and the baby—the fire-irons came first; then followed a shower of saucepans, plates, and dishes. The Duchess took no notice of them even when they hit her; and the baby was howling so much already, that it was quite impossible to say whether the blows hurt it or not.

Alice did not at all like the tone of this remark, and thought it would be as well to introduce some other subject of conversation. While she was trying to fix on one, the cook took the cauldron of soup off the fire, and at once set to work throwing everything within her reach at the Duchess and the baby—the fire-irons came first; then followed a shower of saucepans, plates, and dishes. The Duchess took no notice of them even when they hit her; and the baby was howling so much already, that it was quite impossible to say whether the blows hurt it or not.

L A W 1 4

Signal  
**New  
Paragraphs**  
Once, **NOT**  
**Twice**

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## ii - How to format large bodies of text

### 14. Signal new paragraph once, not twice

(đánh dấu đoạn mới bằng một dấu hiệu, không phải hai)

Alice's Adventures in Wonderland

The door led right into a large kitchen, which was full of smoke from one end to the other: the Duchess was sitting on a three-legged stool in the middle, nursing a baby; the cook was leaning over the fire, stirring a large cauldron which seemed to be full of soup.

"There's certainly too much pepper in that soup!" Alice said to herself, as well as she could for sneezing.

There was certainly too much of it in the air. Even the Duchess sneezed occasionally; and as for the baby, it was sneezing and howling alternately without a moment's pause. The only things in the kitchen that did not sneeze, were the cook, and a large cat which was sitting on the hearth and grinning from ear to ear.

"Please would you tell me," said Alice, a little timidly, for she was not quite sure whether it was good manners for her to speak first, "why your cat grins like that?"

"It's a Cheshire cat," said the Duchess, "and that's why. Pig!"

She said the last word with such sudden violence that Alice quite jumped; but she saw in another moment that it was addressed to the baby, and not to her, so she took courage, and went on again—

"I didn't know that Cheshire cats always grinned; in fact, I didn't know that cats could grin."

"They all can," said the Duchess; "and most of 'em do."

"I don't know of any that do," Alice said very politely, feeling quite pleased to have got into a conversation.

"You don't know much," said the Duchess; "and that's a fact."

Alice did not at all like the tone of this remark, and thought it would be as well to introduce some other subject of conversation.

Alice's Adventures in Wonderland

The door led right into a large kitchen, which was full of smoke from one end to the other: the Duchess was sitting on a three-legged stool in the middle, nursing a baby; the cook was leaning over the fire, stirring a large cauldron which seemed to be full of soup.

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There was certainly too much of it in the air. Even the Duchess sneezed occasionally; and as for the baby, it was sneezing and howling alternately without a moment's pause. The only things in the kitchen that did not sneeze, were the cook, and a large cat which was sitting on the hearth and grinning from ear to ear.

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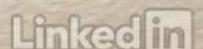
"I don't know of any that do," Alice said very politely, feeling quite pleased to have got into a conversation.

123

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L A W 1 5

Break Up  
**Large  
Blocks**  
of Text



## ii - How to format large bodies of text

15. Break up large blocks of text  
(ngắt thành từng đoạn text)

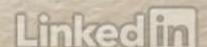


### iii - How to format smaller blocks of text

16. Emphasize ten percent or less of text (nhấn mạnh 10% hoặc ít hơn của text)
17. Avoid all caps and underlined text (tránh viết hoa tất cả và gạch dưới text)
18. Set acronyms and initialisms in small caps (đặt các từ viết tắt và các chữ viết tắt ở các từ viết hoa nhỏ)
19. Hand punctuation in small chunks of text (Dấu chấm trong các đoạn văn bản nhỏ)
20. Hang bullets and numbers in lists (bullets và số trong lists)

L A W 1 6

Emphasize  
**10%**  
of or Less  
Text



### iii - How to format smaller blocks of text

16. Emphasize ten percent or less of text

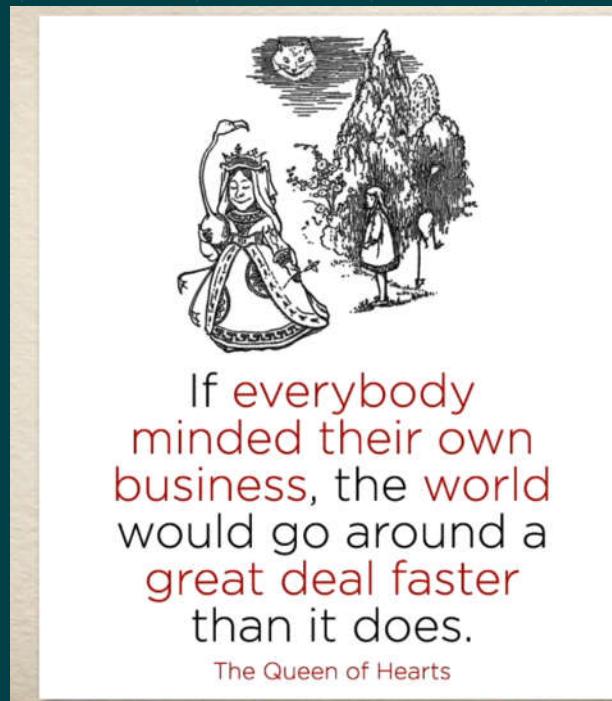
(Chỉ được nhấn mạnh tối đa 10% nội dung của đoạn text)



### iii - How to format smaller blocks of text

#### 16. Emphasize ten percent or less of text

(Chỉ được nhấn mạnh tối đa 10% nội dung của đoạn text)



If **everybody**  
minded their own  
business, the world  
would go around a  
**great deal faster**  
than it does.

The Queen of Hearts



If **everybody**  
minded their own  
business, the world  
would go around a  
**great deal faster**  
than it does.

The Queen of Hearts



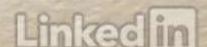
L A W 1 7

Avoid **All Caps** and **Underlined Text**

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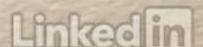
L A W 1 8

Set  
**Acronyms**  
and  
**Initialisms**  
in  
Small Caps



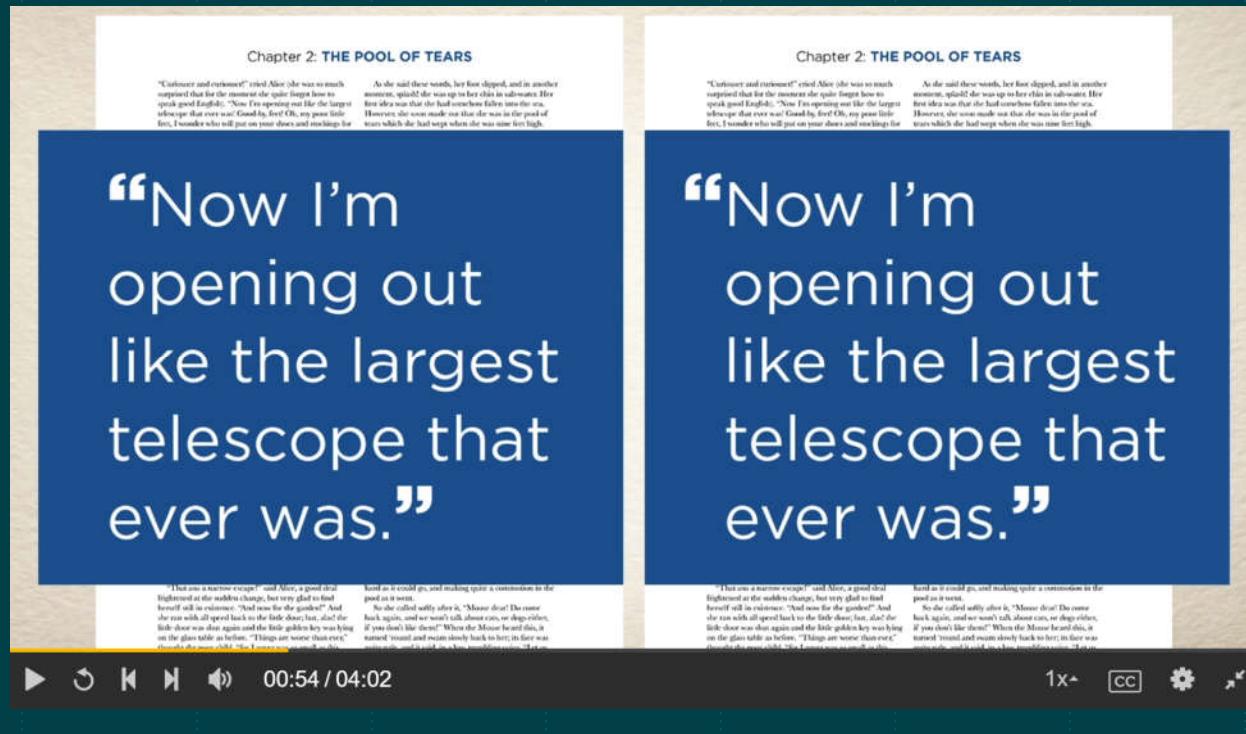
L A W 1 9

Hang  
**Punctuation**  
in  
**Small**  
**Chunks**  
of Text



### iii - How to format smaller blocks of text

#### 19. Hand punctuation in small chunks of text (Dấu chấm trong các đoạn văn bản nhỏ)



### iii - How to format smaller blocks of text

19. Hand punctuation in small chunks of text  
(Dấu chấm trong các đoạn văn bản nhỏ)



### iii - How to format smaller blocks of text

#### 19. Hand punctuation in small chunks of text (Dấu chấm trong các đoạn văn bản nhỏ)

“Now I’m opening out like the largest telescope that ever was.”

Why, the best way to explain it is to do it.

The Dodo



[LinkedIn](#)

L A W 2 0

Hang  
**Bullets**  
and  
**Numbers**  
in  
**Lists**

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### iii - How to format smaller blocks of text

#### 20. Hang bullets and numbers in lists (Gạch đầu dòng và số trong lists)

##### Main Characters

###### ***Alice's Adventures in Wonderland***

###### ALPHABETICAL ORDER

- **Alice.** A little girl, about 7 years old, who has an amazing dream when she falls asleep on a riverbank.
- **Duchess.** An unattractive woman who believes that everything has a moral and speaks in clichés.
- **Hatter.** A hatter who continually has tea with the Dormouse and the March Hare because for him, it is always tea time.
- **Queen of Hearts.** The savage, domineering queen who is constantly issuing orders to behead someone.
- **White Rabbit.** A timid, nervous rabbit wearing a waistcoat and pocket watch who appears throughout the story.

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### iii - How to format smaller blocks of text

#### 20. Hang bullets and numbers in lists (bullets và số trong lists)

##### Main Characters

###### *Alice's Adventures in Wonderland*

###### WORD FREQUENCY

1. **Alice.** A little girl, about 7 years old, who has an amazing dream when she falls asleep on a riverbank.
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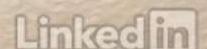
**lynda.com**

### iii - How to format smaller blocks of text

21. Avoid bad line breaks (tránh ngắt dòng không đẹp)
22. Use symbols and special characters as needed (sử dụng symbol và các ký tự như bạn cần)
23. Use proportional old – style figures in body text (sử dụng các tỷ lệ style cũ trong body text)
24. Adjust leading and kerning for large text (Điều chỉnh leading và kerning cho text lớn)
25. Verify software alignments optically (xác minh sự sắp xếp của phần mềm bằng mắt)

L A W 2 1

# Avoid Bad Line Breaks



# 1

# Bad Visual Breaks

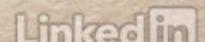
## Visually Disrupt the Flow of Your Text

Then they all crowded round her once more, while the Dodo solemnly presented the thimble, saying “We beg your acceptance of this elegant thimble”; and, when it had finished this short speech, they all cheered.

**Bad Visual Breaks  
Bad Rag or Bad Ragged Edge  
Distracting**

Then they all crowded round her once more, while the Dodo solemnly presented the thimble, saying “We beg your acceptance of this elegant thimble”; and, when it had finished this short speech, they all cheered.

**Neater and Cleaner  
No More Bad Rag  
Less Jagged  
Less Distracting**



**2**

## Bad Contextual Breaks

**The Queen of  
Hearts, She Made  
Some Tarts**

**Line Break Splits Words  
that Belong Together**

**Bad Break Could Negatively  
Affect Readability**

**The Queen of Hearts,  
She Made Some Tarts**

**Reading the Text is Easier**

2

## Bad Contextual Breaks

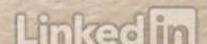
Watch Line Breaks in URLs and Email Addresses

<http://www.gutenberg.org/files/11/11-h/11-h.htm>

CustomerService@StuffCreators.com

L A W 2 2

Use  
**Symbols**  
and  
**Special**  
**Characters**  
as  
Needed



Special Punctuation Marks

**€**

Registered Trademark Symbols

**TM**

Copyright Symbols

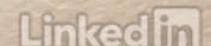
**©**

Degree Symbols

**95°**

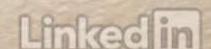
Accented Characters

**ïé**



L A W 2 3

Use  
**Proportional  
Oldstyle Figures**,  
in  
**Body  
Text**



### iii - How to format smaller blocks of text

23. Use proportional old – style figures in body text  
(sử dụng các tỷ lệ style cũ trong body text)

	PROPORTIONAL	TABULAR
OLDSTYLE	0123456789 <b>Use</b> Mixed-Case Text	0123456789 <b>Use</b> Fancy Table Data <b>Don't Use</b> Strings of Text
LINING	0123456789 <b>Use</b> Uppercase Text <b>Don't Use</b> Mixed-Case Text	0123456789 <b>Use</b> Tables <b>Don't Use</b> Strings of Text

L A W 2 4

Adjust  
**Leading**  
and  
**Kerning**  
for  
Large Text



# Large Text

πο

# **Large Text**

Kerning May  
Need to be  
Adjusted

TO

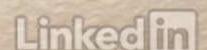
Examples of Other Letter Pairs That Require Extra Kerning

Te AV vo To

Ta Wa w.

L A W 2 5

# Verify Software Alignments Optically



#### iv. How to use punctuation property

26. Connect throughs using em dashes (kết nối bằng dấu gạch ngang dài)
27. Show ranges using en dashes (hiển thị các phạm vi bằng cách sử dụng en dashes)
28. Clarify and improve readability using hyphens (tăng sự rõ ràng bằng cách sử dụng hyphen)
29. Designate feet and inches with prime symbols (thiết kế feet và inches với prime symbol)
30. Replace missing characters with apostrophy (thay thế ký tự trống với apostrophy)

L A W 2 6

Connect  
**Thoughts**  
Using  
**Em  
Dashes**

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## iv. How to use punctuation property

26. Connect throughs using em dashes  
(kết nối bằng dấu gạch ngang dài)

Hyphen    En Dash    Em Dash



—

A standard horizontal hyphen symbol.

—

An en dash symbol, which is longer than a hyphen.

—

An em dash symbol, which is the longest of the three.

**Can Replace**  
Commas ,  
Semicolons ;  
Colons :  
Parentheses ()

L A W 2 7

# Show **Ranges** Using **En Dashes**

[lynda.com](https://www.lynda.com)

En Dash  
—



Show Ranges of Time,  
Duration, or Distance

January–June

2:00–5:00

Monday–Friday

2001–2003

Pages 230–255

Florida–Texas Flight Path

**lynda.com**

L A W 2 8

# **Clarify and Improve Readability Using Hyphens**

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Hyphen

—



Multiple Words  
Acting as Single  
Modifier, Appearing  
Before a Noun

**Five-Dollar Bills**



L A W 2 9

Designate  
**Feet and  
Inches** with  
**Prime  
Symbols**

[lynda.com](https://www.lynda.com)

#### iv. How to use punctuation property

29. Designate feet and inches with prime symbols  
(thiết kế feet và inches với prime symbol)

Prime Symbols ′ ″

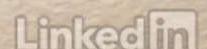
Curly Quotes ‘ ’ “ ”

Straight Quotes ‘ ’ “ ”

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L A W   3 0

Replace  
**Missing  
Characters**  
with  
**Apostrophes**



#### iv. How to use punctuation property

30. Replace missing characters with apostrophes  
(thay thế ký tự trống với apostrophes)

did not



didn't

is not



isn't

Gone  
fishin'



# Bread 'n' Butter

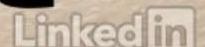


## v. How to choose Typefaces

31. Limit typefaces to two per project (document) (giới hạn số kiểu chữ từ là hai trên một project)
32. Use typefaces that reinforce a document's mood (Sử dụng kiểu chữ mà tăng tâm trạng của một document)
33. Choose serif or sans-serif, based on aesthetics (chọn serif hoặc sans-serif dựa trên tính thẩm mĩ)

L A W 3 1

Limit  
**Typefaces**  
to  
**2**  
per  
**Document**





## Queen of Hearts

TREE SERVICE

*Residential and Commercial*

- ♥ Pest Control
- ♥ PEST REMOVAL
- ♥ Soil Inspection
- ♥ Soil Testing
- ♥ Tree Planting
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LAW 32

# Use **Typefaces** That Reinforce a **Document's Mood**



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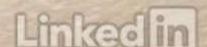
## v. How to choose Typefaces

32. Use typefaces that reinforce a document's mood  
(Sử dụng kiểu chữ mà tăng tâm trạng của một document)



L A W   3 3

Choose  
**Serif** or  
**Sans Serif**  
Based  
on  
**Aesthetics**



## v. How to choose Typefaces

33. Choose serif or sans-serif, based on aesthetics  
(chọn serif hoặc sans-serif dựa trên tính thẩm mĩ)

# Sans Serif

Modern, Contemporary

# Serif

Conservative, Traditional

# Tài liệu tham khảo

<https://blog.hubspot.co>

<https://www.pinterest.com/explore/typography/>

<https://designschool.canva.com/blog/typography-design/>

<https://blog.alexdevero.com/33-laws-typography-pt1/>

<http://kindzadza.net/25163-the-33-laws-of-typography.htmlm/mark.../typography-terms-introduction>

<https://www.lynda.com/Design-Page-Layout-tutorials/33-Laws-Typography/147012-2.html>

– Tools:

<https://www.youtube.com/watch?v=P2auQEFV39c>

<https://www.youtube.com/watch?v=EZUK25zohuE>

– Experiment:

<https://www.templatemonster.com/.../40-typography-photoshop-.../>

– Refer:

<http://www.ideastraining.com/PDFs/TypographyBasics.pdf>

<http://ptgmedia.pearsoncmg.com/.../9780321773265/samplepages/...>