

TYPOGRAPHY

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**Gill Sans, designed by Eric Gill and released
by the Monotype Corporation in 1928**

Six Typographic Terms



S S

Gill Sans Calibri

S

} **Leading**

S

Six } **x-height**

Six

Gill Sans

Six

Lucida Bright
high x-height

Six

Baskerville
Low x-height

ascenders

Six Typographic Terms

descenders

Six Typographic **Terms**

light

regular

bold

weight

Six Typographic Terms

serifs

Minion Pro

SMALL CAPS, LOWERCASE
NUMBERS: 1234567890

Neutraface

The Serif Hypothesis

- Serif typefaces are easier to read -- and thereby preferable for long stretches of text -- because the serifs provide anchors that guide the reader's eye. Sans serif fonts lack these anchors and are therefore inappropriate for long stretches of text.

Challenges

- Individual differences dwarf manipulation effects
 - *i.e.*, some people read faster than others. If there is an effect, it's very small
- Confound: Reading requires familiarity
- Dependent Variable? Speed? Comprehension? ...?

No Robust Evidence for Serif Hypothesis

“What initially seemed a neat dichotomous question of serif versus sans serif has resulted in a body of research consisting of weak claims and counter-claims, and study after study with findings of ‘no difference’. Is it the case that more than one hundred years of research has been marred by repeated methodological flaws, or are serifs simply a typographical ‘red herring’?”

“Legibility, in practice, amounts simply to what one is accustomed to” -- Eric Gill, 1931

I am a jelly donut

[illegible]

TAE CAT

THE CAT

TAE CHT

Expectation Plays an Important Role

TAE CAT

Which typeface to use?

book  logo

Typefaces, like everything, build reputations

Baskerville

**The Literary
Magazine for
Gifted Kids &
Their Families**

Optima
POUR HOMME

AFTER SHAVE BALM
BAUME APRES RASAGE

Try these two things

- Use the typeface in multiple places to see its range
- Display the same text with different typefaces to change its effect

To learn more...

- Robert Bringhurst, *The Elements of Typographic Style*
- Jennifer Tidwell, *Designing Interfaces*
- Edward Tufte, *Envisioning Information*
- Robin Williams, *The Non-Designer's Design Book*
- Gary Hustwit, *Helvetica*