

Typography

&

Image

X-Height

Typography is a process of using, creating, and designing with type. It is one of the most important components of graphic design and we see it everyday just look at the road signs, books you read and the products you use. It helps to address your message easily and on a personal level. Typography has different types of typefaces, and each part of a typeface has a name.

Acender Height

Cap Height

X-Height

Baseline

Decender Height

Typography

Categories of Typefaces

Serif

Serif have little strokes called serifs attached to the main part of the letter. It is used for traditional projects, and used for body copy in printed documents. Body should be atleast 8 12 pts and effortless to read.

Display

Display is used for headings and not suitable for body copy. Can have serifs or not. Understand the mood of the typeface.

San Serif

Contemporary , considered more clean and modern. Sans is french for without, which is none serifs. San Serif is readable digital use.

Script

Script can be used as a display typeface as well as small amounts of copy-handwritten. Kerning are not added to cursive script, scripts don't work well in all capitals.

Working with Typefaces

Avoid the default typefaces

Steer clear of clichés

Stick to two typefaces

Use two contrasting typefaces

Be cautious of reverse type

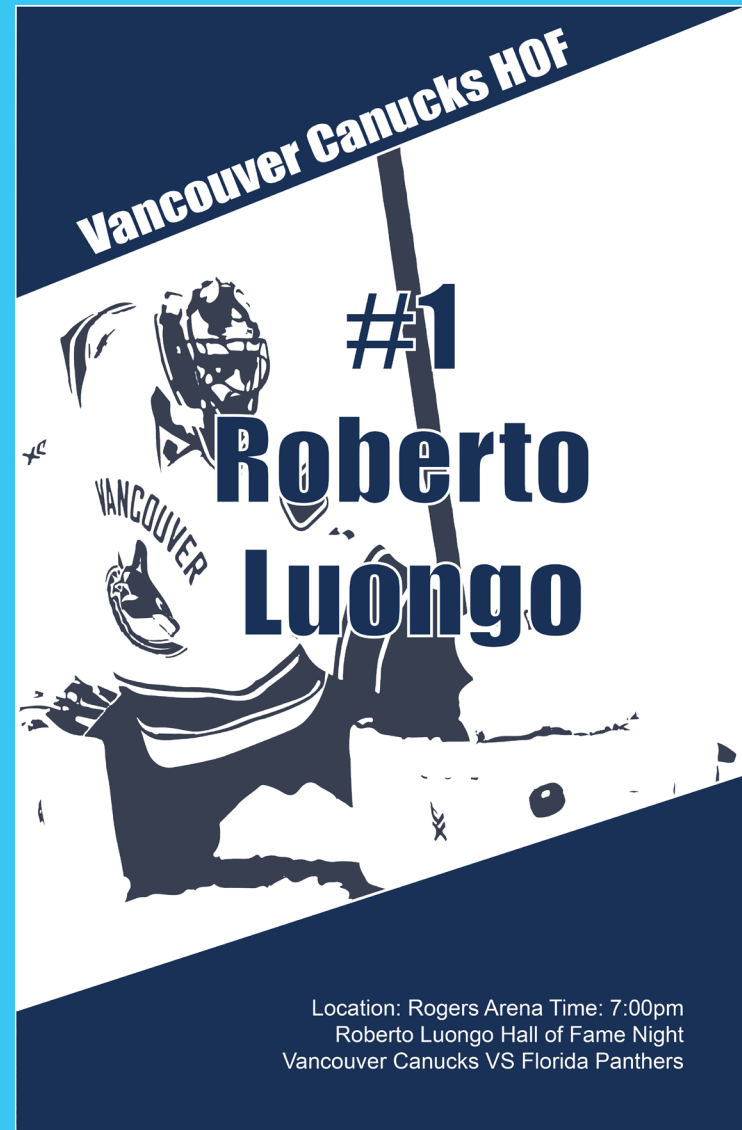
Legibility and readability is your best friend

Consider non-lining numerals/old-style numerals 1, 2, 3, 4, 5

No inverting of colors

Limit the amount of textboxes

No spacebar in spacing out letters within a word



Special Event

Images



Images can be powerful and can have a big impact on your design, because they will always be the first thing that viewers will notice. Beautiful high quality images automatically catch people's attention and can help you easily connect to them. that is why it is important to choose and use them properly.

Rastering Images

Raster images are images that lose resizing quality when you enlarge them. They lose quality because they are made up of tiny pixels. When the image is viewed at its original size or small. The pixels are invisible to the naked eye. Because they are too small to see, they only become visible to us when you zoom in or make the image larger.



Downtown Vancouver

Vector Images

Vector images are different from raster images you can zoom in or out, make it big or small without losing quality. They do not lose quality because they are made of something different than pixels. They are rendered using a special form of geometry. They are mostly used in design settings.



Downtown Revolving Tower

Cropping

Cropping can be used to change the size, shape, or focus of an image, \making it useful in many different situations.



Science World

Resizing

Resizing an image will ensure it's the perfect fit for projects. You can not make an image bigger than its original size without affecting its quality. If the image you are working on simply is not big enough, it's best to choose something else.



BC Place

@J A Y DESIGNS