Typography – style or appearance of text. Can refer to the art of working with text.

Common types of fonts:

* Serif: serif fonts have little strokes called **serifs**, attached to the main part of the letter.
  + Classic look, good choice for traditional projects
  + Common in print publications like magazines and newspapers
  + Used for large blocks of text because easier to read on-screen and off-screen
* Sans Serif: No extra “feet” or strokes, French for “without serif”
  + Clean and modern
  + Tends to be easier to read on computer screens/tablets/phones
* Display fonts: different styles like script, black letter, all caps, fancy
  + Decorative in nature, best for small amounts of text like headers and titles and graphic-heavy designs

Notes:

* Fonts can convey casuality or neutrality, exoticness, graphicness. Think about your message and choose a font that fits
* Fonts to avoid: some fonts come with extra baggage (DO NOT USE Comic Sans, Curlz, Papyrus, Helvetica, Century Gothic, Brush script, Hobo, Kristen ITC, Jokerman). Nothing inherently wrong with them, but have a certain reputation for being outdated and overused
* Use typekit (Adobe cloud), free for creative cloud
* When deciding which fonts to use, less is more. Limit to 1-2 per project. If need more contrast, repeat fonts in different size, weight, style. (Choose font with regular, bold, italic, more variations the better to give options)
* Opposites attract, don’t be afraid to combine font styles that are different but complementary (e.g. sans-serif with serif)

Type Terminology:

* Hierarchy – used to guide the reader’s eye to what is most important. Shows where to begin and where to go using different levels of emphasis
  + Decide items that you want the reader to notice first and make them stand out
  + High -level items are usually larger and bold
* Leading – the space between lines of text, also known as **line spacing**
  + If you’re not sure how much to use, make your text as comfortable to read as possible. Too much or too little is unpleasant.
  + Defaults provided, but may want to adjust away from default
* Tracking – overall space between characters, also called **character spacing**
  + Pay attention to numbers
* Kerning – space between specific characters
  + It varies over the course of the word because each letter fits together differently
  + Cannot highlight characters, must have cursor between two characters
* Typeface\* – the actual text itself (e.g Helvetica)
* Font\* – different weights within the typeface (e.g. Helvetica bold, Helvetica italics, etc.)

\*Variable definitions, some people will flip-flop the definitions of font and typeface