

*ARIENNE JOHNSON, AMANDA SAGLIOCCOLO, MEERA PATEL*

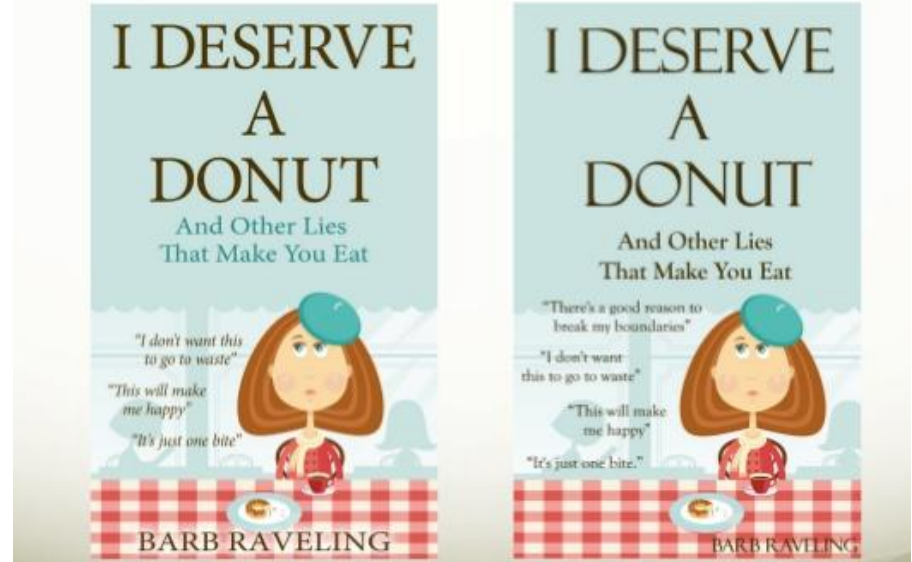
# WHAT IS TYPOGRAPHY?

Typography is the art or process of arranging and printing with type and printed matter.

art

■ helvetica  
■ arial

## Typography: good vs. bad



“Typography is more than just what fonts you use. Typography is *everything* that has to do with how text looks – such as font size, line length, color, and even more subtle things like the whitespace around a text. Good typography sets the tone of your written message and helps to reinforce its meaning and context.”

# THE ELEMENTS OF TYPOGRAPHY

**Colour Contrast** - helps you determine the legibility of text and the contrast of visual elements. **Tip: convert to grayscale to test the contrast.**

**Font Size** - the size of the font, which should align with the audience and mission of that text. **10pt = 13px**

**Hierarchy** - isn't only about size, and has more to do with the relationships of your typographic elements to each other. **Tip: sketch out your ideas.**

**Whitespace** - a balanced amount of space is taken up by the typeface [relevant to its' background].

**Weight and Style** - design traits like bold, italics, obliques, condensed, underlines, and widths. **Obliques are tilted fonts, italics are angled designs.**

# THE ELEMENTS OF TYPOGRAPHY *(cont.)*

## Kerning

The spacing between a letter or character in a piece of text.

## Tracking

The equal spacing throughout the entire word.

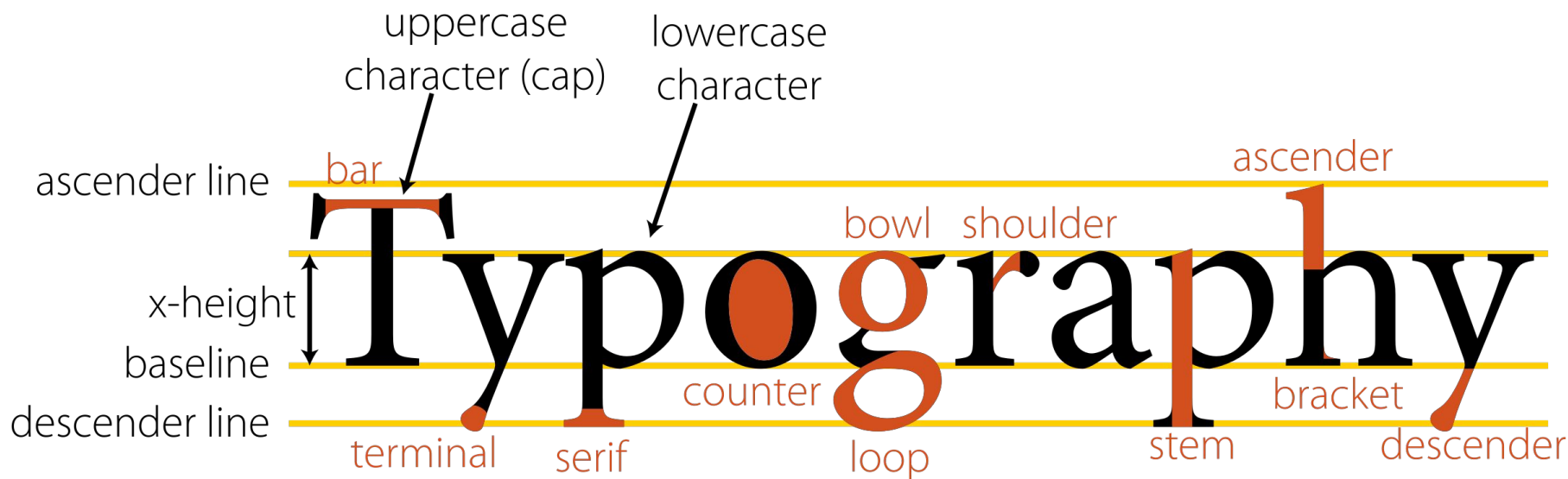
## Leading

The distance between the baselines of successive lines of type.

**kerning.** (kěm-ĭng).  
*n.* The Result of  
improper kerning.



# THE ANATOMY OF TYPOGRAPHY



# FONTS vs. TYPEFACE

“A font is the digital representation of a typeface. It is a collection of all the characters of a typeface in one size (12pt/1in) and one style (bold/italic).

For example, Arial in 12pt size is a font, Arial in 18pt size is a font, and Arial bold in 24pt is also a font.

Adobe's type glossary lists a font as “one weight, width, and style of a typeface.”

<http://smad.jmu.edu/shen/webtype/facefontfamily.html>

“A typeface is a design created by a typographer or type designer. It incorporates the specific letter-forms that include the variations of stroke weight, the forms of serifs, the counter shapes, the finial styles, the lengths of ascenders and descenders, and any other characteristics that differ from one type design to another.”

# *FONTS vs. TYPEFACE*

**FONT**

Arial 12pt Bold;  
Sans-serif

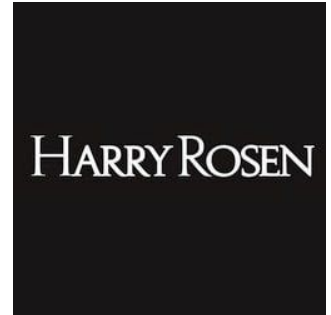
**TYPEFACE**

Arial (family)



# MOODS OF TYPEFACES

- What mood or feeling the typeface emits (serious, playful)
- Reader gets the first impression



# CLASSIFYING TYPEFACES

## Serif

They have small lines that are attached to the main strokes of characters, and is most often used for body copy in print documents, as well as for both body text and headlines online.



## Sans-serif

They are more modern in appearance than serifs. There are four basic classifications: Grotesque, Neo-grotesque, Humanist, and Geometric.



## Script

These are based upon handwriting, and very fluid letterforms. There are two basic classifications: formal and casual. They're common for very elegant and elevated typographical designs, and are unsuitable for body copy.

# CLASSIFYING TYPEFACES (cont.)

## Display

These are unsuitable for body copy and are best reserved for headlines or other short copy that needs attention drawn to it.

## Monospace and Proportional

In Monospace, each character shares the same amount of space, while in Proportional each character takes up more or less space depending on the natural width of that character.

Monospaced  
Proportional

## Dingbats

These typefaces consist of symbols and ornaments instead of letters. Before emojis, there were Dingbats, such as Wingdings. 🖐️ ☆ ➡️ 😊 ☹️ 👍 ➡️ ❄️ ☀️ ⚡

# TYPOGRAPHY IN WEB

**Styling In HTML:** `<b>`, `<strong>`, `<i>`, `<em>`, `<mark>`

Example: `<strong>`Hello World`</strong>` which is **Hello World**

**Styling In CSS:** Color, text-align, text indent, line-height , text decoration. Also for choosing fonts; font-size, font-weight

Ex: P{ text-align: align-right;}      a{font: 15px arial, sans-serif;}

# WHY IS IT IMPORTANT?

Typography exists to make the written language legible, readable, and appealing.

It is heavily impacted by the target audience and purpose.

It attracts the readers, while maintaining the audience's attention.

It helps to convey a certain mood, along with creating harmony.

Typography also creates recognition for company brands.

# RESOURCES

Google

Fonts

dafont  
.com

Creative  
MARKET

FONT  
SQUIRREL

fonts.com

Bēhance

FontCab

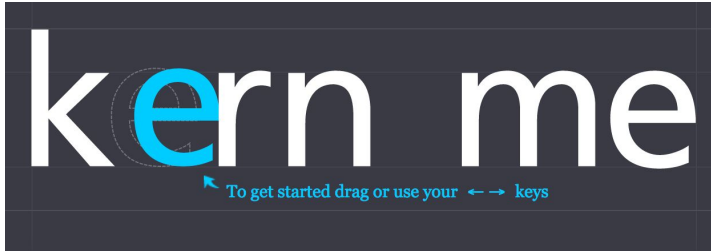
Tk

myscriptfont.com

# ASSIGNMENT

## TASK 1

Complete the *Kerntype* kerning game at <type.method.ac> in class, screenshot and post the score of your first attempt on your repository's Week 11 Typography page.



## TASK 2

Correct and do a quick re-design the following poorly designed layout we've provided and use appropriate fonts, tools, and incorporate the elements of typography.



### About the Artist

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### What to Expect

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ALL THE INFORMATION CAN BE FOUND ON MEERA'S REPO: [meerap5.github.io/presentations/week11/typography](https://meerap5.github.io/presentations/week11/typography)

# ASSIGNMENT (cont.)

## TASK 3

*The Valhalla Bulletin*, a newspaper company, is looking to reinvent their online website and your task is to design a new creative layout to attract new readers and for their site to be suitable for readers of all demographics. Create your design on Photoshop, InDesign, or Illustrator and upload to your repo page.

Requirements: Use at least 3 different fonts, fittingly kern the title, subtitle(s) and heading(s). Use at least 3 elements of typography.

## OR

Design a new creative layout for the wedding service company *Love & Luxury Weddings Co.* They are looking for designs that will show romance, beauty, luxury, and affordability. Create your design on Photoshop, InDesign, or Illustrator and upload to your repo page.

Requirements: Use at least 3 different fonts - one of them a Script typeface, fittingly kern and the title, subtitle(s) and heading(s). Use at least 3 elements of typography.

## BONUS

To earn bonus marks, electronically or physically sign the Comic Sans Pledge [PDF] at <[www.ComicSansCriminal.com](http://www.ComicSansCriminal.com)> and upload a screenshot/file of it on your repo page.

### THE COMIC SANS PLEDGE

I, \_\_\_\_\_,

UNDERSTAND THAT MY CHOICE OF FONT HAS THE  
POWER TO SUBCONSCIOUSLY & INCORRECTLY SET  
THE TONE FOR A PIECE OF PRINTED MATERIAL, AND  
AS A RESULT PROMISE TO SERIOUSLY CONSIDER  
WHETHER COMIC SANS IS AN APPROPRIATE FONT  
CHOICE BEFORE USING IT IN ANY PRINTED WORK IN  
THE FUTURE.

SIGNED



# ASSIGNMENT RUBRIC

|  | 100% - 80%  | 79% - 70%   | 69% - 60%  | 59% - 50%   | 49% - below  |
|--|---|---|--|---|--|
| <b>TASK 1</b><br><br>(PASS/FAIL:<br>10 POINTS) | Exceeded the expectations of the given task and successfully demonstrated that the individual understands typography.   | Meets a good level of expectations of the given task and demonstrated that the individual understands typography.   | Meets the requirements and the basics of the given task and somewhat demonstrated that the individual understands typography.            | Needs improvement on the given task and poorly demonstrated that the individual understands typography.                                   | Does not demonstrate an understanding of typography and failed to complete the task. |
| <b>TASK 2</b><br><br>(30 POINTS)               | Exceeded the expectations of the given task and successfully demonstrated that the individual sees incorrect typography and can creatively solve it.                    | Understands the difference between good and bad typography and is able to creatively apply their skills to the given task.  | Meets the basic requirements of the task. Fonts somewhat relate, elements are understood and are moderately shown.                       | Task is not properly executed. Only some of the requirements are met. Shows a minor illustration of the elements and fonts poorly relate. | Does not demonstrate an understanding of typography and failed to complete the task. |
| <b>TASK 3</b><br><br>(50 POINTS)               | Exceeded the expectations of the given task and successfully demonstrated that the individual sees incorrect typography and can creatively solve it.                    | Meets the requirements of the given task well and demonstrates a clear understanding of what the task is and can solve any problem at hand effectively.             | Shows a moderate understanding of the given tasks and requirements are met. Different fonts are used and Kerning is done to some extent. | Shows a very minor interpretation of the tasks. Very little detail is shown and shows only a basic execution of what was required.        | Does not demonstrate an understanding of typography and failed to complete the task. |
| <b>CREATIVITY</b><br><br>(10 POINTS)           | Exceeded the expectations of the given task and successfully demonstrated that the individual understands typography and how to apply their creative style to the task. | Meets a good level of expectations of the given task and demonstrated that the individual understands typography and how to apply creative qualities to their work. | Somewhat demonstrated that the individual somewhat understands typography and needs  | Needs improvement on the given task and poorly demonstrated that the individual understands typography.                                   | Does not demonstrate an understanding of typography and failed to complete the task. |

got questions?