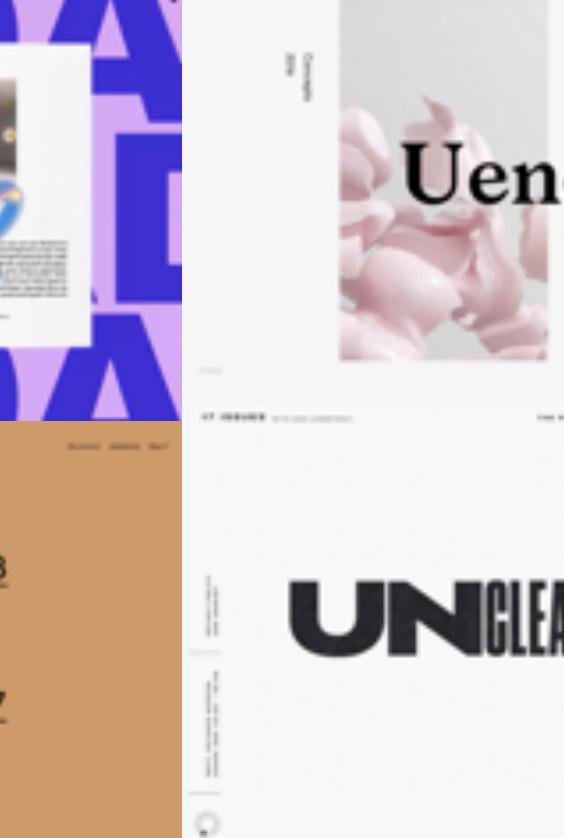
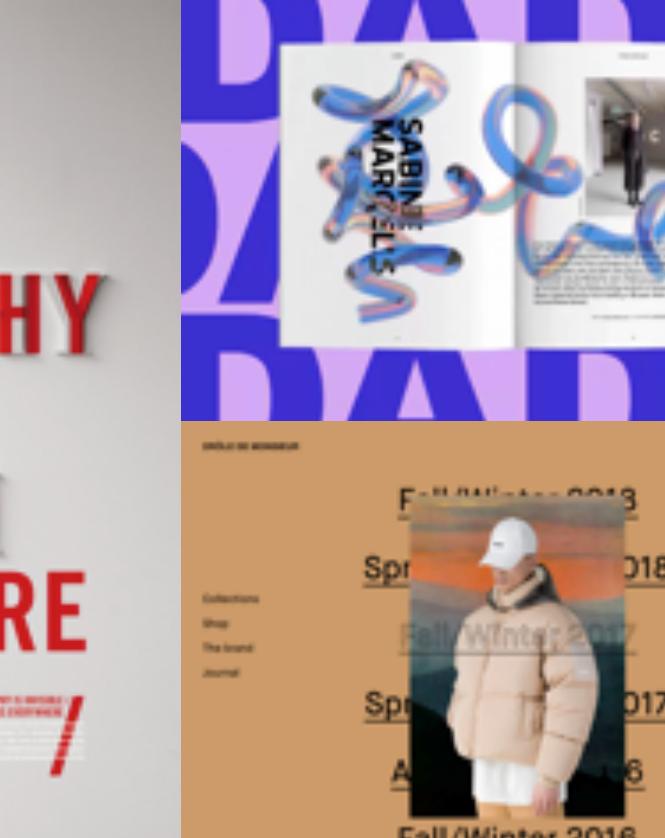
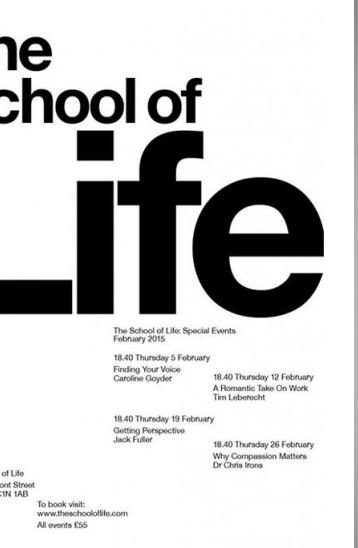
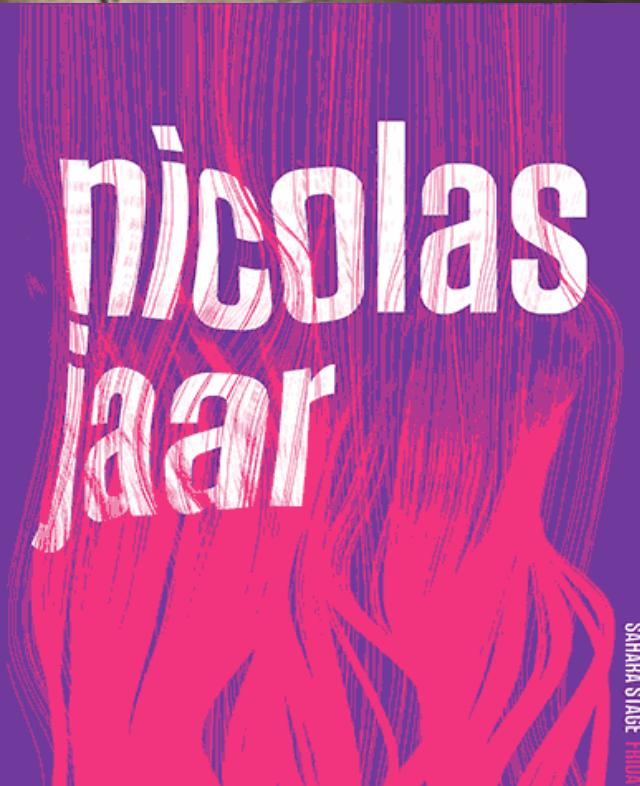


Typography Basics

WEEK 5

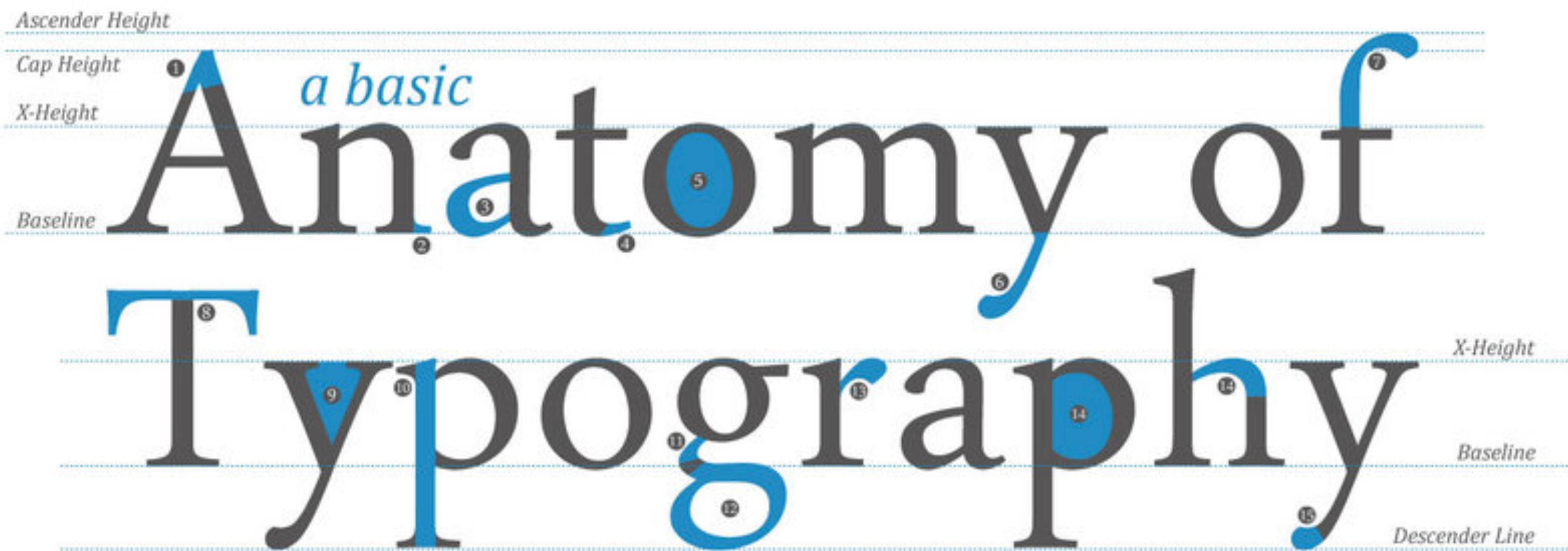


Good typography,
first, makes words
readable.

At its best, it does
something more: it
helps express the
animating spirit of
the ideas behind
the words.

- Michael Bierut

Typography is a complicated discipline



Typefaces, like most things, are made up of constituent parts. It is the characteristics of these parts that gives typefaces their character.

- | | | |
|------------|-----------------|--------------|
| 1. Apex | 6. Descender | 11. Link |
| 2. Serif | 7. Ascender | 12. Loop |
| 3. Bowl | 8. Bar | 13. Ear |
| 4. Finial | 9. Open-counter | 14. Shoulder |
| 5. Counter | 10. Stem | 15. Tail |

THE BASICS

Generic family

SERIF

Aa

SANS-SERIF

Aa

THE BASICS

Font family

The image is a horizontal collage of three font specimen cards. The first card on the left, titled 'Playfair Display' with 'google fonts' below it, features large red letters and a descriptive paragraph in a smaller, lighter red font. The second card in the center, titled 'Surco' with 'Branding with Type' above it, shows large white letters against a red background with a slogan below. The third card on the right, titled 'MODULAR.' in large white letters, has a black background with the text 'TYPE FAMILY OF 16 FONTS' and 'REG. LIGHT. BOLD. OUTLINE. ITALIC. HATCH.' above a horizontal line.

HANDELSON ONE

blacksmith
skilled craft worker
mechanical
historical records
rectangular

HANDELSON TWO

CONSUMER
handmade products
SCULPTURE
Representational
Punctual

Helvetica

Ultra Light
Thin
Light
Roman
Medium
Bold
Heavy
Black

Gill Sans LT

THE BASICS

Generic family	Font family	Description
Serif	Times New Roman Georgia	Serif fonts have small lines at the ends on some characters
Sans-serif	Arial Verdana	"Sans" means without - these fonts do not have the lines at the ends of characters
Monospace	Courier New Lucida Console	All monospace characters have the same width

THE BASICS

Type scales

Scale Category	Typeface	Font	Size	Case	Letter spacing
H1	Roboto	Light	96	Sentence	-1.5
H2	Roboto	Light	60	Sentence	-0.5
H3	Roboto	Regular	48	Sentence	0
H4	Roboto	Regular	34	Sentence	0.25
H5	Roboto	Regular	24	Sentence	0
H6	Roboto	Medium	20	Sentence	0.15
Subtitle 1	Roboto	Regular	16	Sentence	0.15
Subtitle 2	Roboto	Medium	14	Sentence	0.1
Body 1	Roboto	Regular	16	Sentence	0.5
Body 2	Roboto	Regular	14	Sentence	0.25
BUTTON	Roboto	Medium	14	All caps	1.25
Caption	Roboto	Regular	12	Sentence	0.4
	Roboto	Regular	10	All caps	1.5

Hero Head Heading 1 Heading 2

Heading 3

Heading 4

Paragraph

Label

Size: 67 Height: 78

Size: 50 Height: 55

Size: 37 Height: 43

Size: 28 Height: 34

Size: 21 Height: 27

Size: 16 Height: 24

Size: 12 Height: 16

Feb. 29, 2016
NASA Builds a Quieter Supersonic Passenger Jet
Supersonic passenger air travel—the return.

NASA is working hard to make flight greener, safer and quieter – all while developing aircraft that travel faster, and building an aviation system that operates more efficiently,” said Bolden. “To that end, it’s worth noting that it’s been almost 70 years since Chuck Yeager broke the sound barrier in the Bell X-1 as part of our predecessor agency’s high speed research.

Fun Tools:
<https://type-scale.com/>
<https://www.modularscale.com/>

CSS FONTS

Property	Description
<u>font</u>	Sets all the font properties in one declaration
<u>font-family</u>	Specifies the font family for text
<u>font-size</u>	Specifies the font size of text
<u>font-style</u>	Specifies the font style for text
<u>font-variant</u>	Specifies whether or not a text should be displayed in a small-caps font
<u>font-weight</u>	Specifies the weight of a font

[[W3 Reference >>](#)]

{ font-family }

```
p.serif {  
    font-family: "Times New Roman", Times, serif;  
}  
  
p.sansserif {  
    font-family: Arial, Helvetica, sans-serif;  
}
```

{ font-size }

```
.text-1 {  
    font-size: 15px;  
}  
  
.text-2{  
    font-size: 1.25em;  
}  
  
.text-3{  
    font-size: large;  
}  
  
.text-4{  
    font-size: 150%;  
}
```

{ font-weight }

```
p.normal {  
    font-weight: normal;  
}  
  
p.thick {  
    font-weight: bold;  
}  
  
p.thicker {  
    font-weight: 900;  
}
```

{ text-decoration }

```
h1 {  
    text-decoration: overline;  
}  
  
h2 {  
    text-decoration: line-through;  
}  
  
h3 {  
    text-decoration: underline;  
}  
  
h4 {  
    text-decoration: underline overline;  
}
```

[Example >>]

CSS FONTS

{ text-decoration }

```
h1 {  
    text-decoration: overline;  
}  
  
h2 {  
    text-decoration: line-through;  
}  
  
h3 {  
    text-decoration: underline;  
}  
  
h4 {  
    text-decoration: underline overline;  
}
```

This is heading 1

~~This is heading 2~~

This is heading 3

This is heading 4

[Example >>]

{ text-align }

```
div.a {  
    text-align: center;  
}
```

```
div.b {  
    text-align: left;  
}
```

```
div.c {  
    text-align: right;  
}
```

```
div.d {  
    text-align: justify;  
}
```

[Example >>]

The text-align Property

text-align: center:

 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam semper diam at erat pulvinar, at pulvinar felis blandit. Vestibulum volutpat tellus diam, consequat gravida libero rhoncus ut.

text-align: left:

 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam semper diam at erat pulvinar, at pulvinar felis blandit. Vestibulum volutpat tellus diam, consequat gravida libero rhoncus ut.

text-align: right:

 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam semper diam at erat pulvinar, at pulvinar felis blandit. Vestibulum volutpat tellus diam, consequat gravida libero rhoncus ut.

text-align: justify:

 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam semper diam at erat pulvinar, at pulvinar felis blandit. Vestibulum volutpat tellus diam, consequat gravida libero rhoncus ut.

SELECTING A FONT

STYLE

How does it represent the client, the brand, the project?

READABILITY

Is it legible? Do I need to pick two fonts: one for body copy, and another for headlines?

LICENSES

What is licensing for this font?

WHERE TO FIND FONTS

FOUNDRIES AND FONT SHOPS

www.fontshop.com/

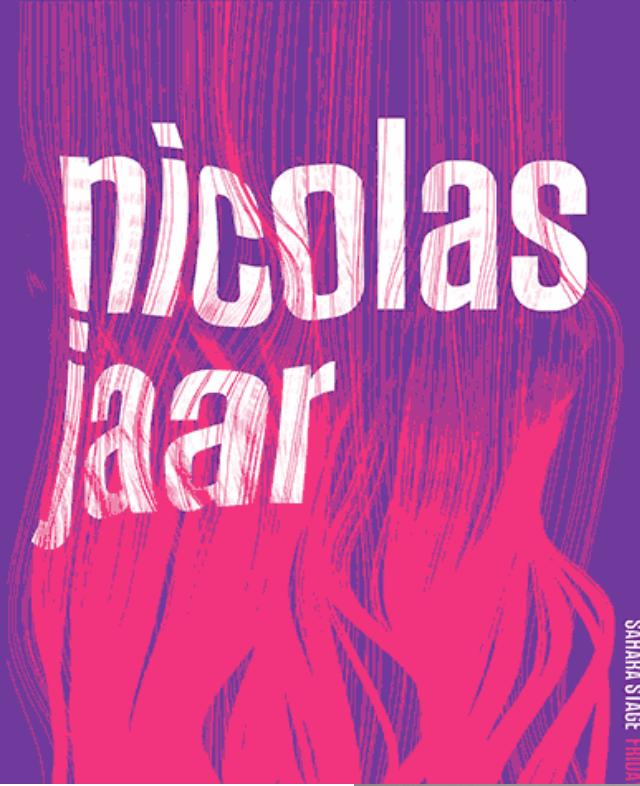
www.youworkforthem.com/fonts/

GOOGLE FONTS

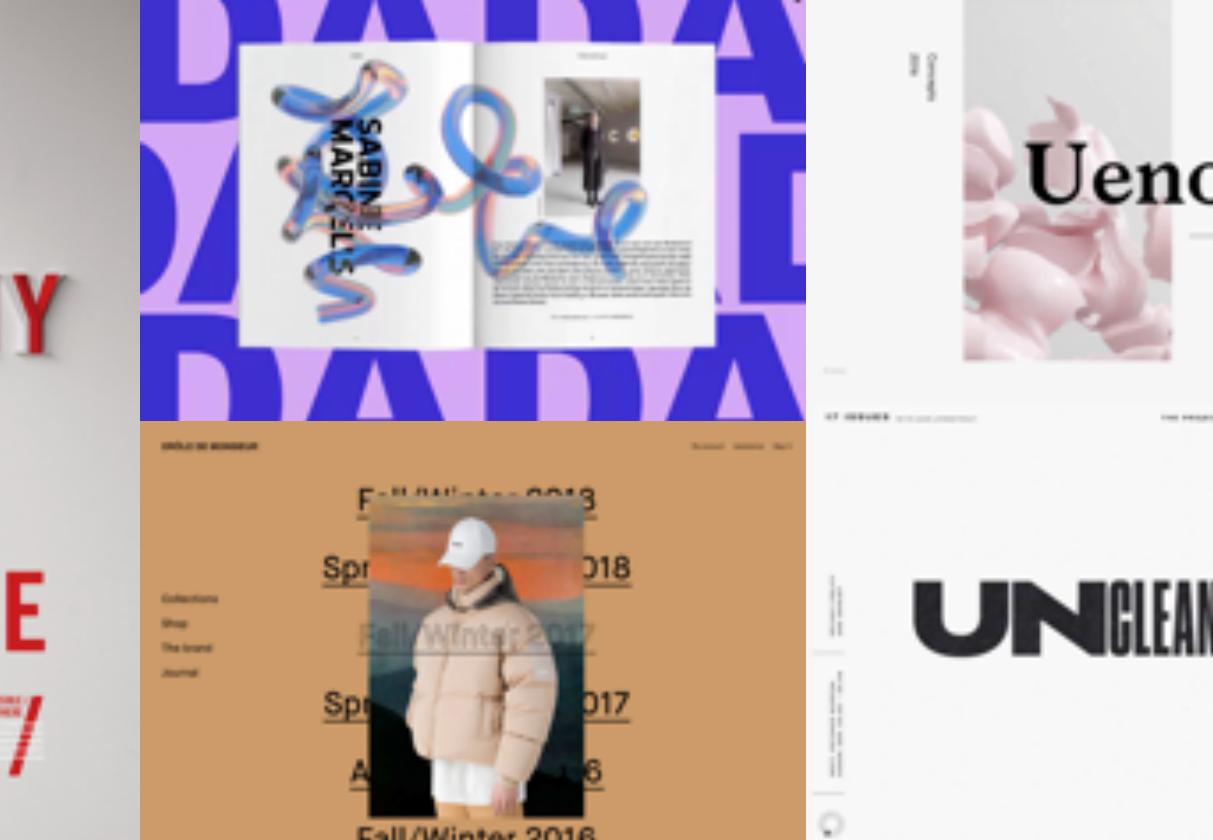
fonts.google.com/

ADOBE TYPEKIT

fonts.adobe.com/



BAD
TYPOGR
APHY IS
EVERYI
BL WHERE



TYPE IS
WHAT MEANING
LOOKS LIKE

MAX PHILLIPS
CENTER-SIGNAL TYPE FOUNDRY