

TODAY

1. Tracking/Kerning
2. Numerals
3. Alignment
4. Work/Critique
5. Signoff on logo

Watermelon

tight tracking

W a t e r m e l l o n

loose tracking

Tracking (or letterspacing) is the overall spacing of a group of letters.

NORMAL TRACKING

Letters do love one another. However, due to their anatomical differences, some letters have a hard time achieving intimacy. Consider the letter V, for example, whose seductive valley makes her limbs stretch out above her base. In contrast, L solidly holds his ground yet harbors a certain emptiness above the waist. Capital letters, being square and conservative, prefer to keep a little distance from their neighbors.

POSITIVE TRACKING (+20)

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NEGATIVE TRACKING (-20)

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TYPE CRIME

TIGHTLY TRACKED TEXT

*Letters are tracked too close
for comfort.*

Books and harlots—both have their
type of man, who both lives off and
harasses them. In the case of books,
critics. WALTER BENJAMIN, 1925

REVERSED TYPE, NO TRACKING

Books and harlots—both have their
type of man, who both lives off and
harasses them. In the case of books,
critics. WALTER BENJAMIN, 1925

REVERSED TYPE, TRACKED +25

TRACKING HEADLINES AND LOGOS

LOVE LETTERS

CAPITALS: NORMAL TRACKING

LOVE LETTERS

CAPITALS: LOOSE TRACKING (+75)

LOVE LETTERS, LOVE LETTERS

SMALL CAPS: NORMAL VS. LOOSE TRACKING (+75)

love letters, *love letters*

LOWER CASE: NORMAL TRACKING

love letters, *love letters*

LOWER CASE: LOOSE TRACKING (+75)

TYPE CRIME: TRACKING LOWERCASE LETTERS

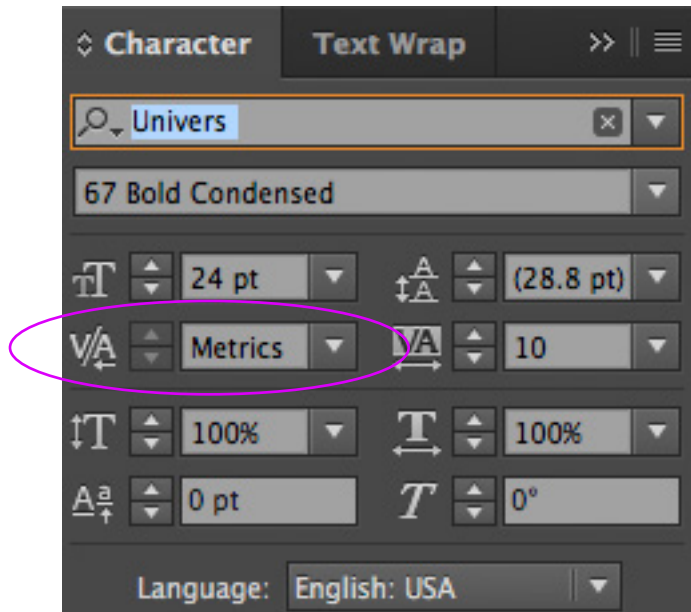
Loosely spaced lowercase letters—especially italics—look awkward because these characters are designed to sit closely together on a line.

Watermellon no kerning

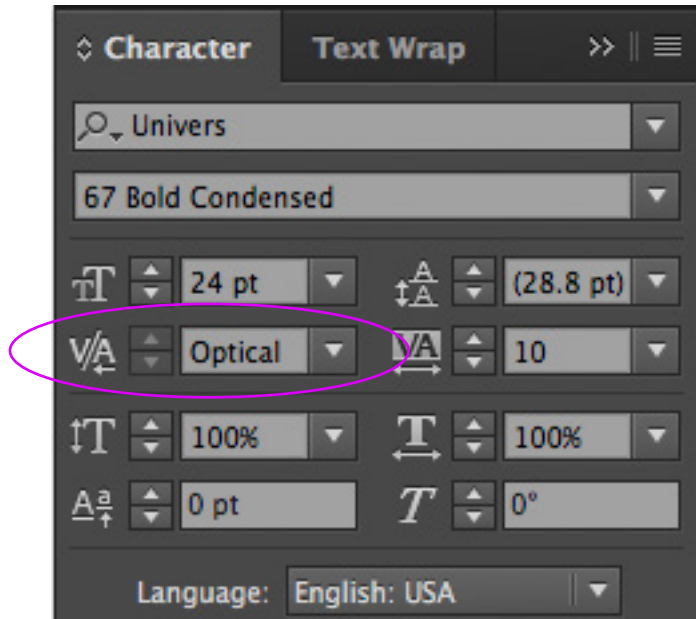
Watermellon "optical" kerning

Watermellon "metrics" kerning

**Kerning is the adjustment
of space between two letters**



METRIC KERNING uses the kerning tables that are built into the typeface. When you select metric kerning in your page layout program, you are using the spacing that was intended by the type designer. Metric kerning usually looks good, especially at small sizes. Cheap novelty fonts often have little or no built-in kerning and will need to be optically kerned.



OPTICAL KERNING assesses the shapes of all characters and adjusts the spacing wherever needed. Some graphic designers apply optical kerning to headlines and metric kerning to text.

“Tell me how.”

“Tell me how.”
 $\frac{1}{18}$ $\frac{1}{-130}$ $\frac{1}{-0}$ $\frac{1}{-0}$ $\frac{1}{-0}$ $\frac{1}{-0}$ $\frac{1}{-0}$ $\frac{1}{-56}$ $\frac{1}{-0}$

“Tell me how.”
 $\frac{1}{23}$ $\frac{1}{-70}$ $\frac{1}{-12}$ $\frac{1}{12}$ $\frac{1}{-7}$ $\frac{1}{-8}$ $\frac{1}{-14}$ $\frac{1}{-47}$ $\frac{1}{-61}$

“Tell me how.”
 $\frac{1}{20}$ $\frac{1}{-110}$ $\frac{1}{-10}$ $\frac{1}{0}$ $\frac{1}{-10}$ $\frac{1}{-20}$ $\frac{1}{-20}$ $\frac{1}{-60}$ $\frac{1}{-110}$

kern me

↩ To get started drag or use your ← → keys

Instructions

Your mission is simple: achieve pleasant and readable text by distributing the space between letters. Typographers call this activity *kerning*. Your solution will be compared to a typographer's solution, and you will be given a score depending on how close you nailed it. Good luck!

Kern baby, Kern!

kerning
matters

BUSES
ONLY

DOUBLETREE
1-800-222-TR E E

HILLSDALE EYE CARE
Dr. Ann S. Edmonds
Heather Dufek, Optician

SAVINGS





Spruce City Minor Boys Softball
Ages 7 - 19

ANAL REGISTRATION

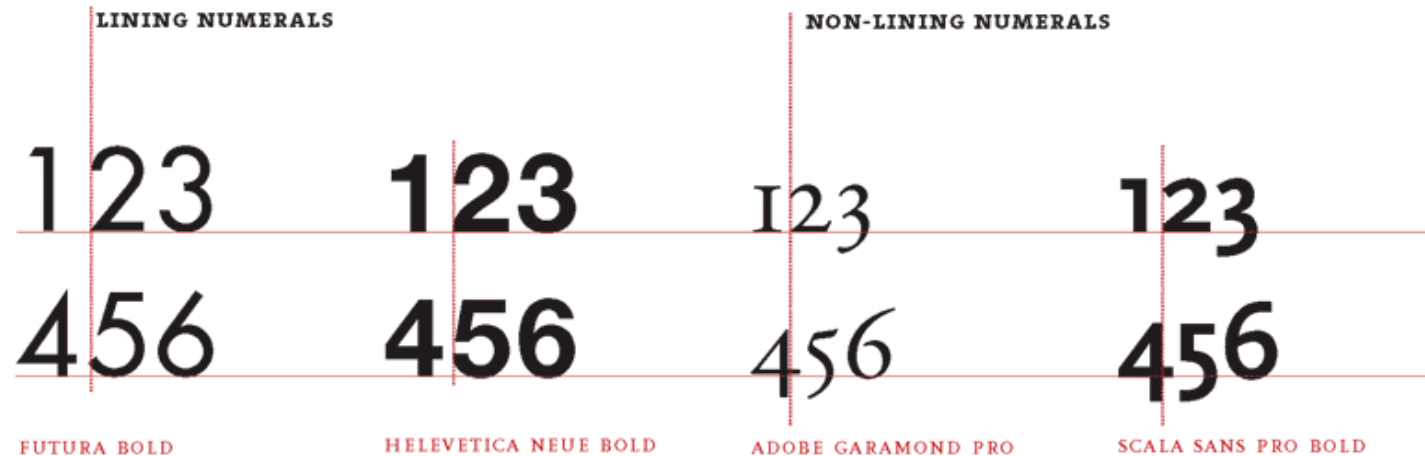
Call: Darlene 562-3119
Lorry 561-9171



KERN (AND MAYBE TRACK) YOUR LOGOTYPE

NUMERALS

More than one kind:



TEXT SET WITH LINING NUMERALS

What is the cost of *War and Peace*? The cover price of the Modern Library Classics paperback edition is \$15.00, discounted 32% by Amazon to \$10.50. But what about the human cost in terms of hours squandered reading a super-sized work of literary fiction? If you can read 400 words per minute, double the average, it will take you 1,476 minutes (24.6 hours) to read *War and Peace*. Devoting just four hours per day to the task, you could finish the work in a little over six days. If you earn \$7.25 per hour (minimum wage in the U.S.), the cost of reading *War and Peace* will be \$184.50 (€130.4716, £11.9391, or ¥17676.299).

ADOBE GARAMOND PRO includes both lining and non-lining numerals, allowing designers to choose a style in response to the circumstances of the project. The lining numerals appear large, because they have the height of capital letters.

TEXT SET WITH NON-LINING NUMERALS

What is the cost of *War and Peace*? The cover price of the Modern Library Classics paperback edition is \$15.00, discounted 32% by Amazon to \$10.50. But what about the human cost in terms of hours squandered reading a super-sized work of literary fiction? If you can read 400 words per minute, double the average, it will take you 1,476 minutes (24.6 hours) to read *War and Peace*. Devoting just four hours per day to the task, you could finish the work in a little over six days. If you earn \$7.25 per hour (minimum wage in the U.S.), the cost of reading *War and Peace* will be \$184.50 (€130.4716, £11.9391, or ¥17676.299).

Non-lining numerals integrate visually with the text. Different math and currency symbols are designed to match the different numeral styles. Smaller currency symbols look better with non-lining numerals.

1984

Tabular lining

1984

Proportional lining

1984

Tabular oldstyle

1984

Proportional oldstyle

Mixed Case 1984

Oldstyle figures

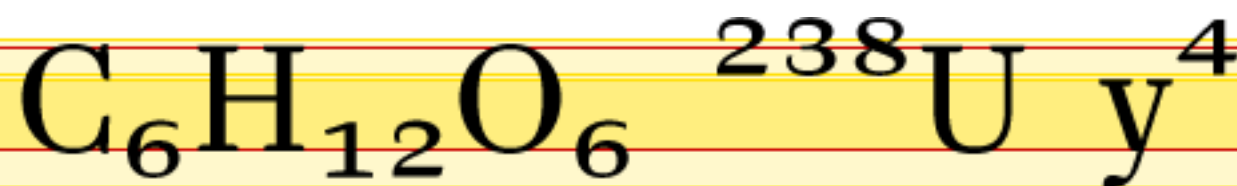
UPPERCASE 1984

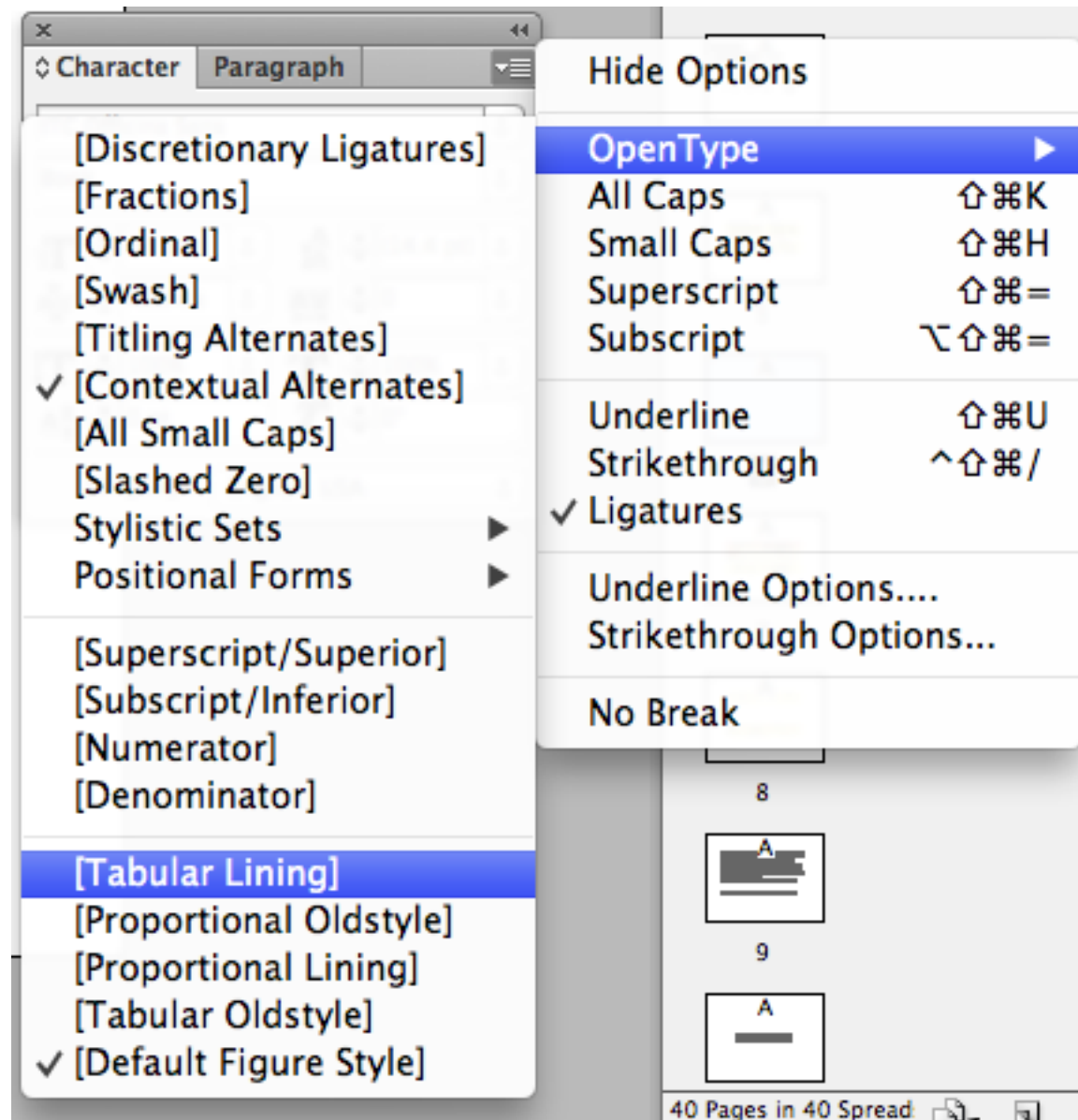
Lining figures

SMALL CAPS 1984

Small cap figures

$$^3_4 + ^2_3 = ^{17}_{12} = 1^{5}_{12}$$





When using numbers from a typeface that does not have old style (non-lining) numerals, good typographers in 2017 make the numerals a point or two sizes smaller. (Helvetica 34 & 32 pts)

THAT IS, UNLESS YOU'RE IN ALL CAPS 12345.

Jenny, I've got your number.

(734) 867-5309

734-867-5309

734-867-5309

734.867.5309

734|867|5309

734 867 5309

734
867.5309

734 867.5309 P
867.5310 F

ALIGNMENT

CENTERED

There are four types of alignment: center aligned; flush left/ragged right; flush right/ragged left; and justified.

Centered text can create a sense of rhythm and organic shape, but it can also look like a poem, an invitation, a tomb stone, or like you're a rookie designer.

Centered text is symmetrical,
like the facade of a classical building.

Centered type often appears on
invitations, title pages, certificates, and tomb stones.

The edges of a centered column
are often dramatically uneven.

Centered lines should be broken to emphasize a key phrase
(such as the name of the bride
or the date of her wedding)
or to allow a new thought to begin on its own line.

Breaking lines in this manner is called
breaking for sense.

THIS DREARY SHAPE
HAS RANDOM LINE
BREAKS THAT DON'T
RESPOND TO THE
RHYTHM OF THE
WRITTEN TEXT.

TYPE CRIME

**POORLY SHAPED
TEXT BLOCK** *In most
uses, centered text
should be broken into
phrases with a variety
of long and short lines.*



Insert Text Here

Your Name Here Your Title

Ph 555.555.5555 Fx 555.555.5555 email@emailhere.com

Street Address, City, State 55555

WWW.WEBSITEADDRESS.COM

BUT!

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RODOLFO ALVAREZ

arrangör, bokare, pr
& samarbeten

+46 (0) 707 458 428
rodolfo.alvarez@molto.se

www.molto.se

ALIGNMENT

FLUSH LEFT / RAGGED RIGHT

Flush left/ragged right is more contemporary in design than full justification. It's an easy to read, standard way of formatting text.

But, as a designer you must pay special attention to the right rag line. You must create the illusion of randomness, avoid excessive hyphens, and poor rags.

In *flush left/ragged right* text, the left edge is hard and the right edge soft. Word spaces do not fluctuate, so there are never big holes inside the lines of text. This format, which was used primarily for setting poetry before the twentieth century, respects the flow of language rather than submitting to the law of the box. Despite its advantages, however, the flush left format is fraught with danger. Above all, the designer must work hard to control the appearance of the *rag* that forms along the right edge. A good rag looks pleasantly uneven, with no lines that are excessively long or short, and with hyphenation kept to a minimum. A rag is considered “bad” when it looks too even (or too uneven), or when it begins to form regular shapes, like wedges, moons, or diving boards.

A bad rag will fall into weird shapes along the right edge, instead of looking random.

TYPE CRIME

BAD RAG

An ugly wedge shape spoils the ragged edge.



ALIGNMENT

FLUSH RIGHT / RAGGED LEFT

Flush right/ragged left is harder to read in long passages of text, but can be an interesting and useful departure from the ordinary.

Best used in captions, headlines, sidebars, or where there are small bits of text.



ALIGNMENT

J U S T I F I E D

Newspapers, magazines, and more traditional pieces of design tend to use justified text. It creates a nice, uniform shape on the page, and is very symmetrical. It's also quite difficult to pull off nicely.



LOGOTYPE

LOGOTYPE

LOGOTYPE

LOGOTYPE

LOGOTYPE

LOGOTYPE

LOGOTYPE

DUE MONDAY

Turn in pdf and print. Print should have the logo in color (optional), B&W and in three sizes to show how it scales.

Business card should be printed and comped (cut to size)