TODAY

1. Look at paragraphs
2. Hierarchy
3. Hierarchy workshop
4. Homework: Read “Grids” chapter

HIERARCHY

Simple rules for good typography

Here are some basic rules to improve your typography across either web or print. Of course, these rules are only to start with, and rules are meant to be broken. But if you want something to look neat, clean and generally well designed they are a good set to follow.

Don't use too many typefaces: Consistency throughout a document or website is helpful. It brings unity and one identity. It also makes it clean, tidy and just basically not messy. A good rule to follow then is to not use more than 3 different typefaces in one document.

Hierarchy: It is always important in typography to pay close attention to the hierarchy of the page. The most basic thing is to keep the headline at the top of the page in a larger size. But more than this its just a case of looking at the page and asking other people what they read first. As a designer we should be thinking about communication constantly. This is our primary focus.

Font size: Use no more than 4 font sizes in a document or website. Preferably 3. Again this is a case of consistency. Too many copy sizes make a document disjointed. 3 also allows enough variation to emphasise certain text and categorise text together. For example, you have one size for a heading, one for an introduction, one for body text and one for a pullout quote or something else. This will be consistent across the whole

8-10pt for body copy: Always keep body point between between these sizes. It looks neat and tidy and allows headings. Definitely do not go over 12pt.

A typeface not legible is not a typeface: There is a place for all kinds of artistic typefaces, but for good standard copy lets keep things simple people. It must be legible. This is certainly the case for body copy. Keep experimental typefaces for posters or at best headlines. They are never well received in large quantities. Can you read this easily?

Leading: Leading is essentially the vertical space between the lines of type. Leading is something that so many designers forget about, its easy just to stick with the auto settings. But trust me, this can make or break a document. Pay close attention to your leading. I personally like to keep my leading tight, but without ever overlapping. Usually I will go for a little above the font size, slightly below the auto setting. This works especially well with helvetica like typefaces. Either way, there should not be too much space, and the letters should not overlap at all!

Kerning: Kerning is the spacing between letters. Again, like leading this seems like an obvious one, but still needs careful attention. Consider if your typeface generally needs spacing out more, or if it looks better with tighter kerning. I always prefer helvetica and futura manually tightened as they have quite a bit of space between letters on the normal setting. Also it is worth taking special care with specific characters. Again, no characters should overlap. An example of this is for helvetica r and t characters together. Be worth kerning manually in this case.

Accent or emphasise: This can help bring out key words and also break up large sections of text. Large chunks of copy tend to be quite scary, and ideally people like to skim. A subtle emphasis can bring out key words. A different colour, slightly darker perhaps or a slightly bolder version of the font are nice techniques.

Do not over emphasise: Emphasis in a body of text should be kept simple and elegant. I either use bold, italic or underlined. Too much, just makes a page look messy.

No caps in body text: This one is simple enough. Never use capitals in body copy, it is just not as legible. Enough said.

Always align to a baseline: Keep text in simple horizontal lines. This is another body text rule and again seems pretty obvious. Ideally you use a baseline grid throughout. More details of how to that here.

Flush left ragged right: Always keep the text left aligned and don't justify. This is legible and does not look messy. Justifying text across a smaller column especially creates massive gaps or 'rivers' in the type. Don't do it.

Lines not too long or short: Line length is also important. It helps legibility and prevents your eye from slipping up or down a line in a large body of text. My rule is do not have less than 6 words or more than 12 in a single line. Use columns in a page to make this structured and easy. Your page will be neater and more legible.

Punctuation and Bullet points: Punctuation marks and bullet points are something which is

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It is will be exciting to bring you the 5th annual campus auction to raise **funds to help the students and staff of WCC after Labor Day!!!**

However, we are doing a 5 item auction NOW so all can practice and possibly be the winning bidder of these awesome items.

Below is the list of only the 5 auction items available for bidding from Friday, August 23 and ending Monday, August 26th at 3PM.

Note on How to Bid: The **retail value, opening bid, minimum raise and current bid are listed for each item.** **You must email a bid for your item that is at least the Minimum raise added to the current bid of the item.**

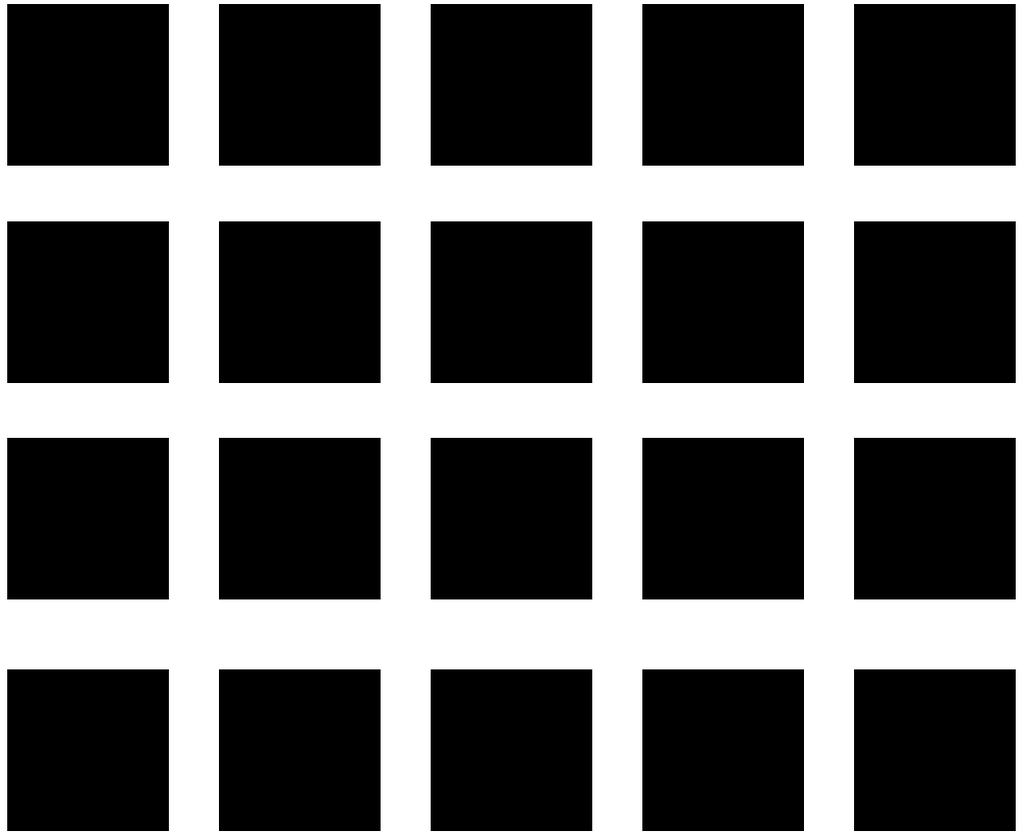
I will be using the dates and times of your emails for the bidding process.

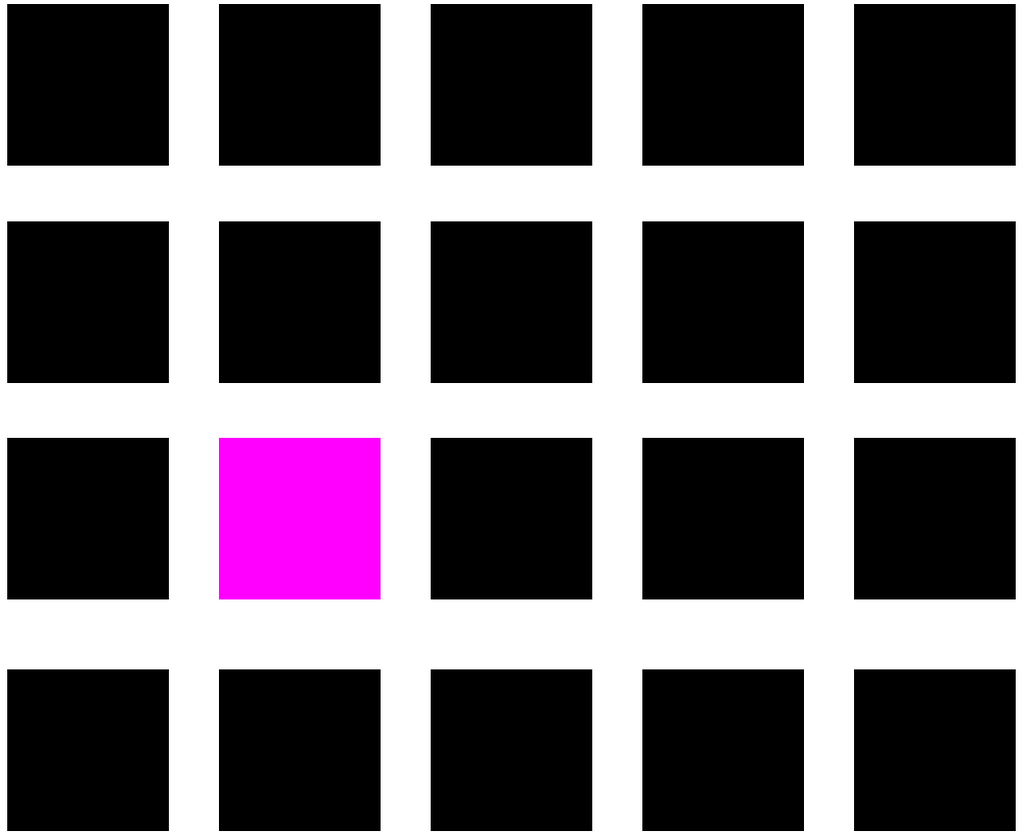
*****The auction of the 5 items will close Monday, August 26th at 3PM.**

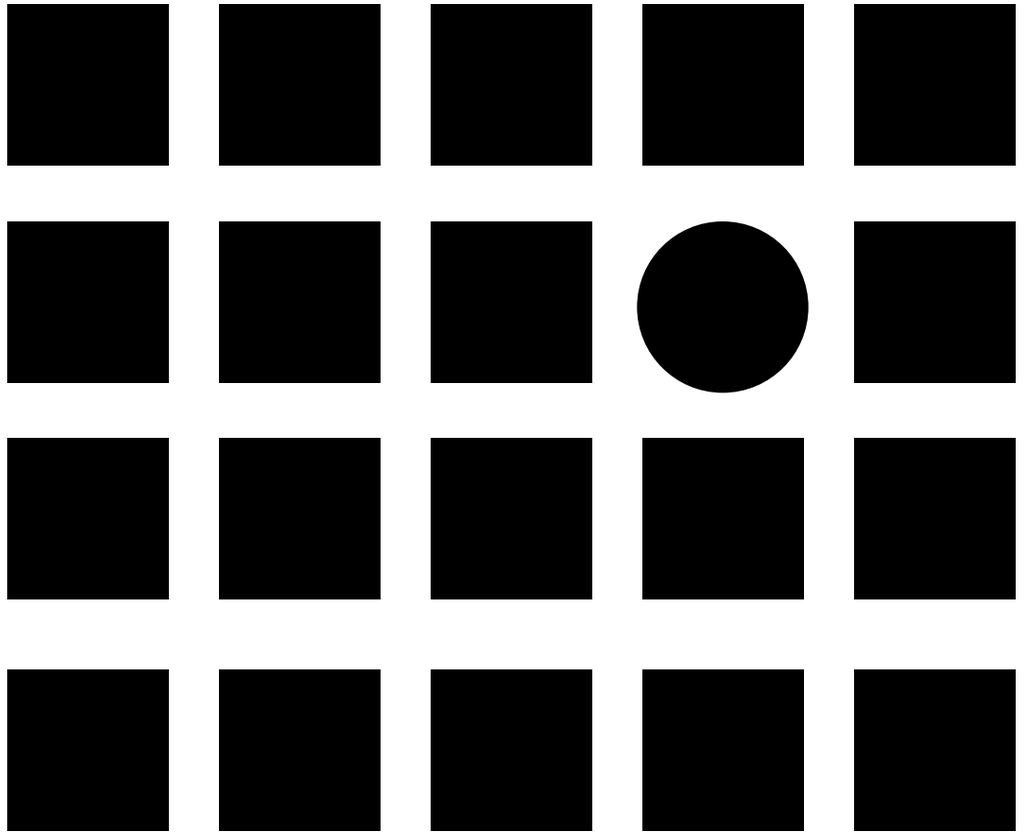
I will do a Monday morning broadcast with current bid updates, however if you really want an item put in a higher bid!

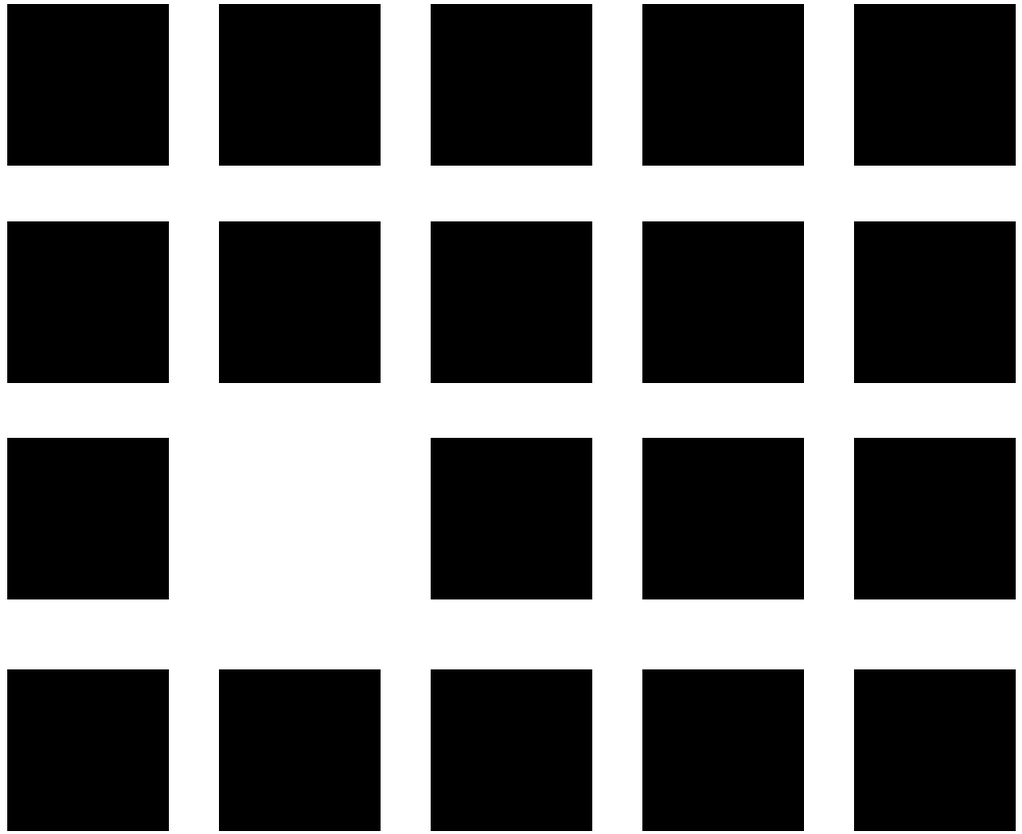
Please use my email to bid rbailey@wccnet.edu

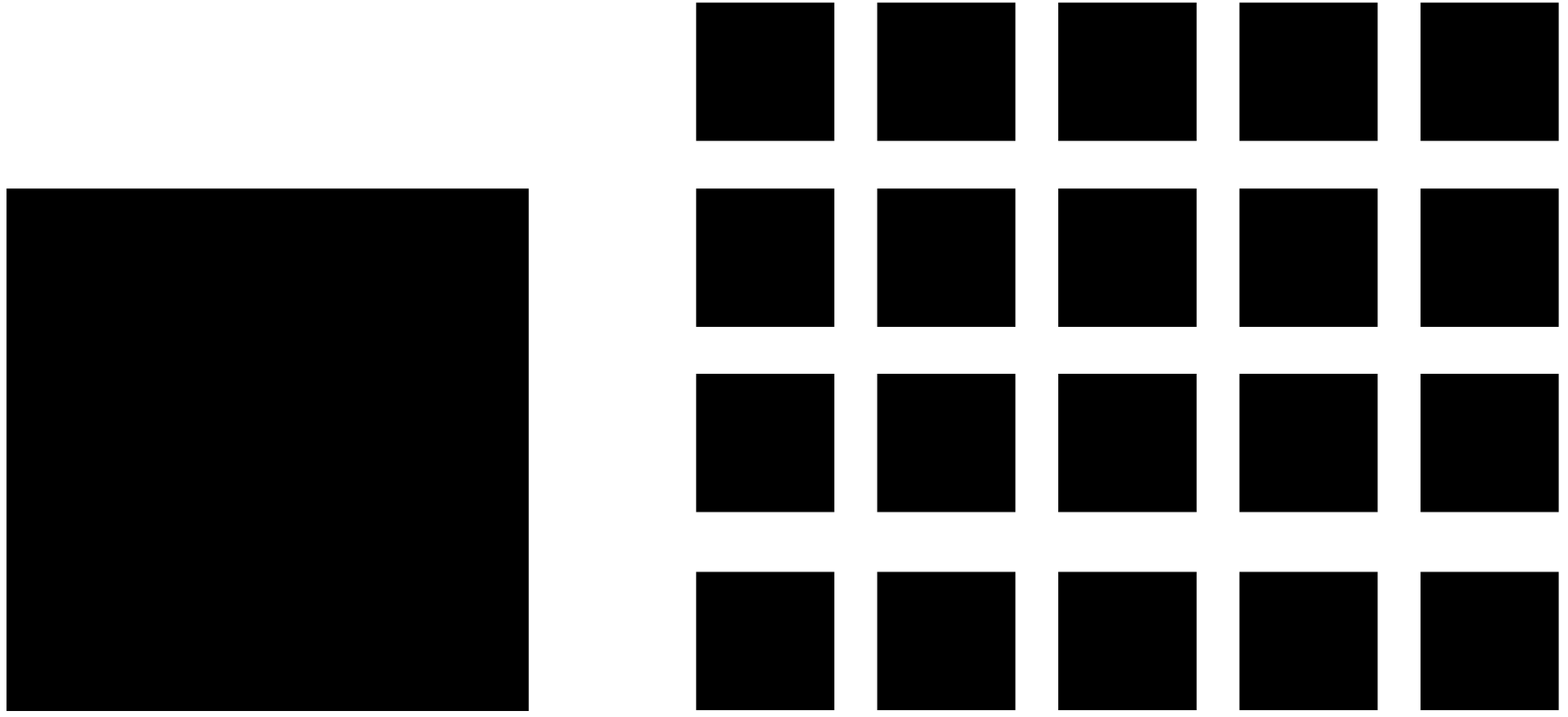
dominance + focal points = hierarchy

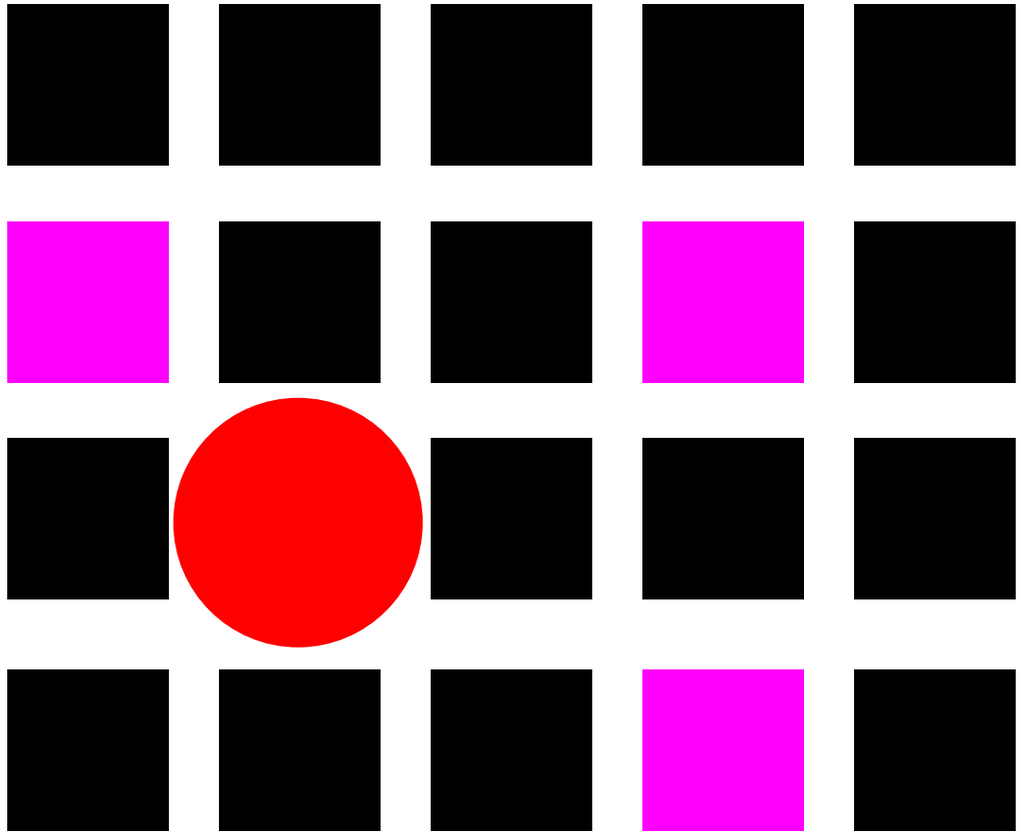


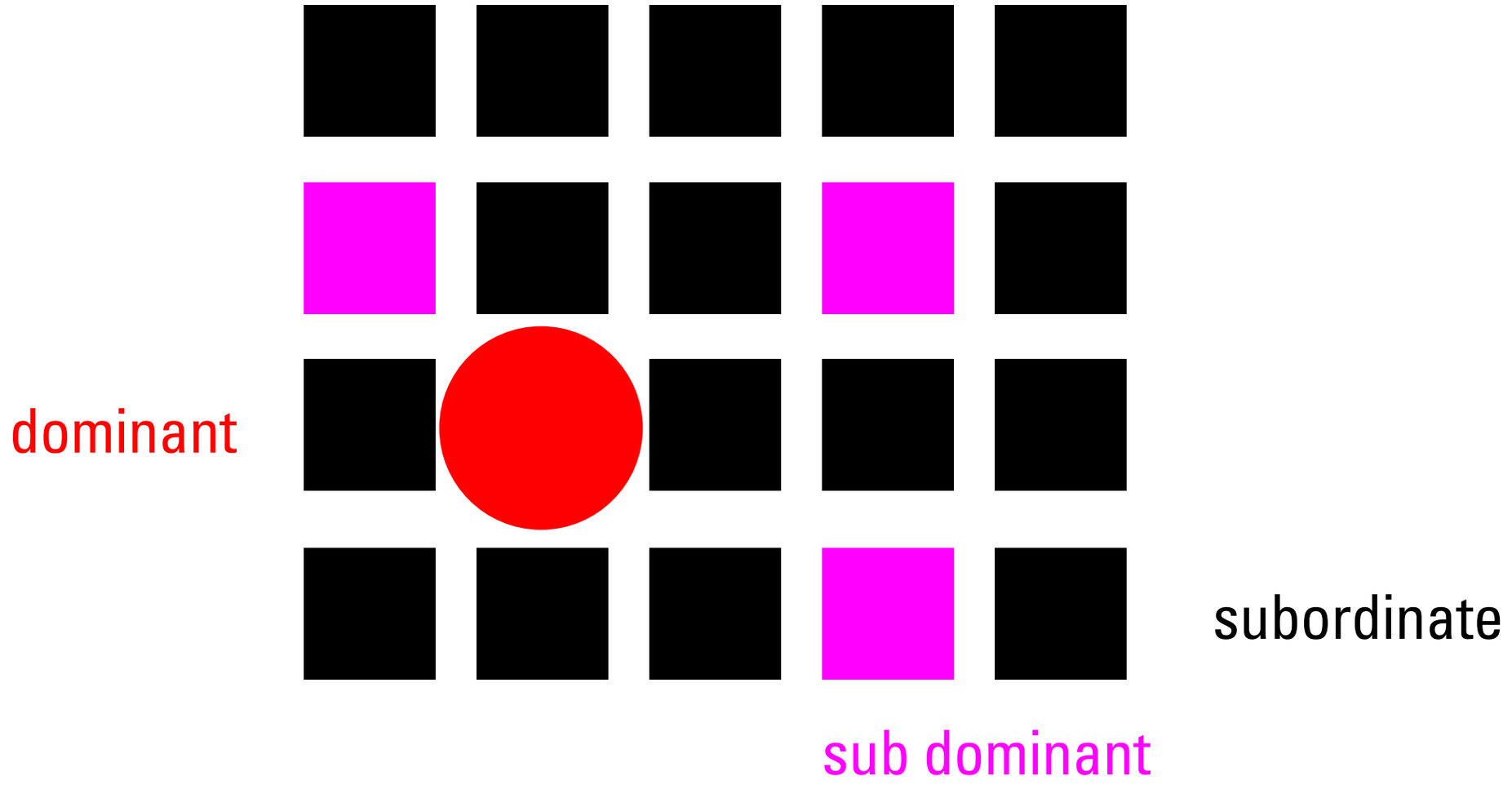











dominant
subordinate
sub dominant

GENERALLY

Three levels of dominance is enough.

or you get

BOLD, ITALIC, UNDERLINED CAPS!

TYPE CRIME

TOO MANY SIGNALS

Emphasis can be created with just one shift.

Ford
Go Further
Vehicles
Shop
Finance
Owner
Locate a Dealer
Sign in
English
Even Tougher. Even Smarter. Even More Capable.
SEE ALL TRUCKS
FORD

CREATE HIERARCHY WITH CONTRAST

position
alignment
size/scale
color
type style

No hierarchy

April 9 & 10
10:00am–4:00pm
WCC main campus
SC Community Room
Blood Drive
You are someone’s type!
Tap a vein and save a life.
Contact Rachel Barsch

Contrasting weight

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Space

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Alignment

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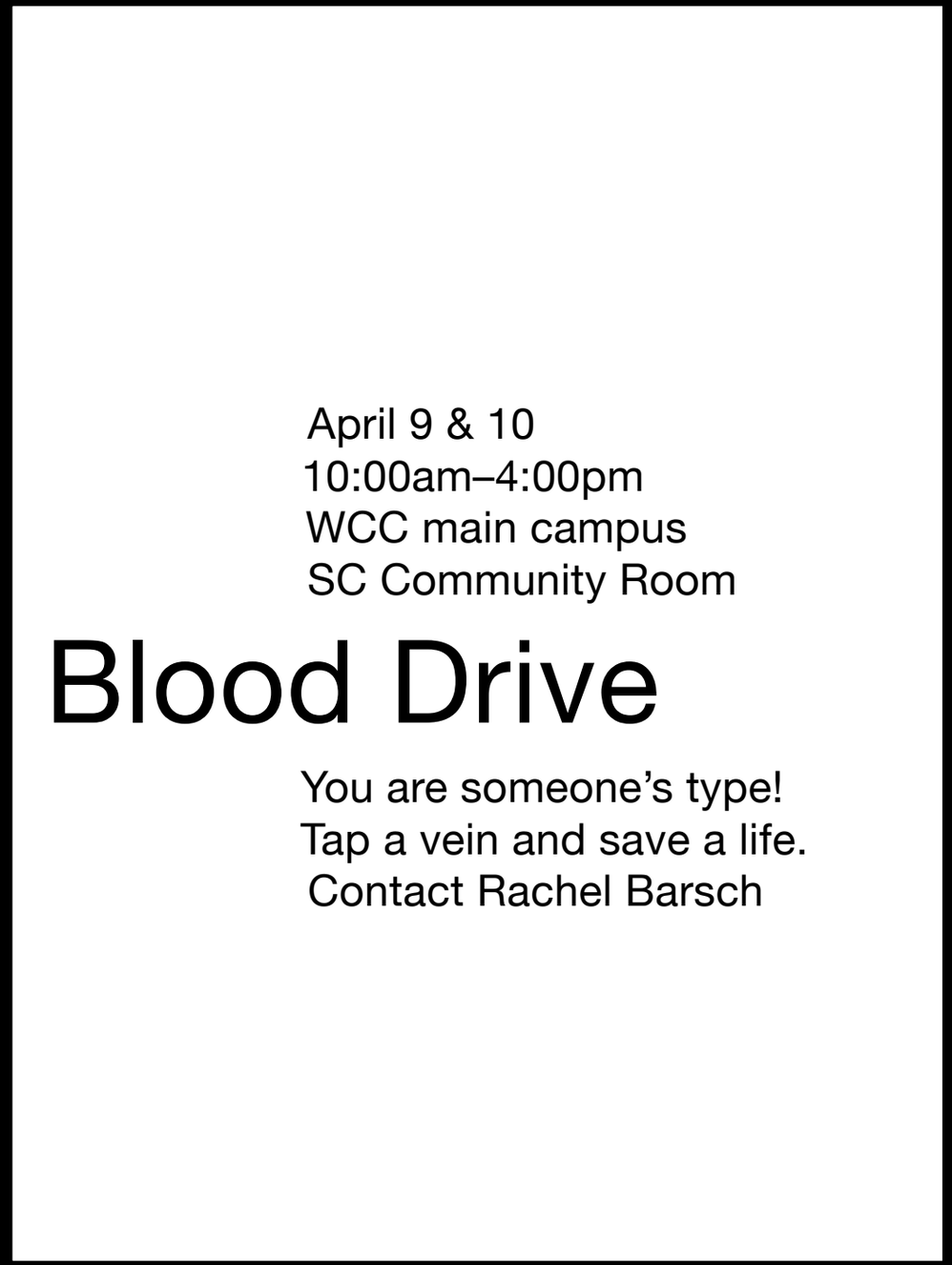
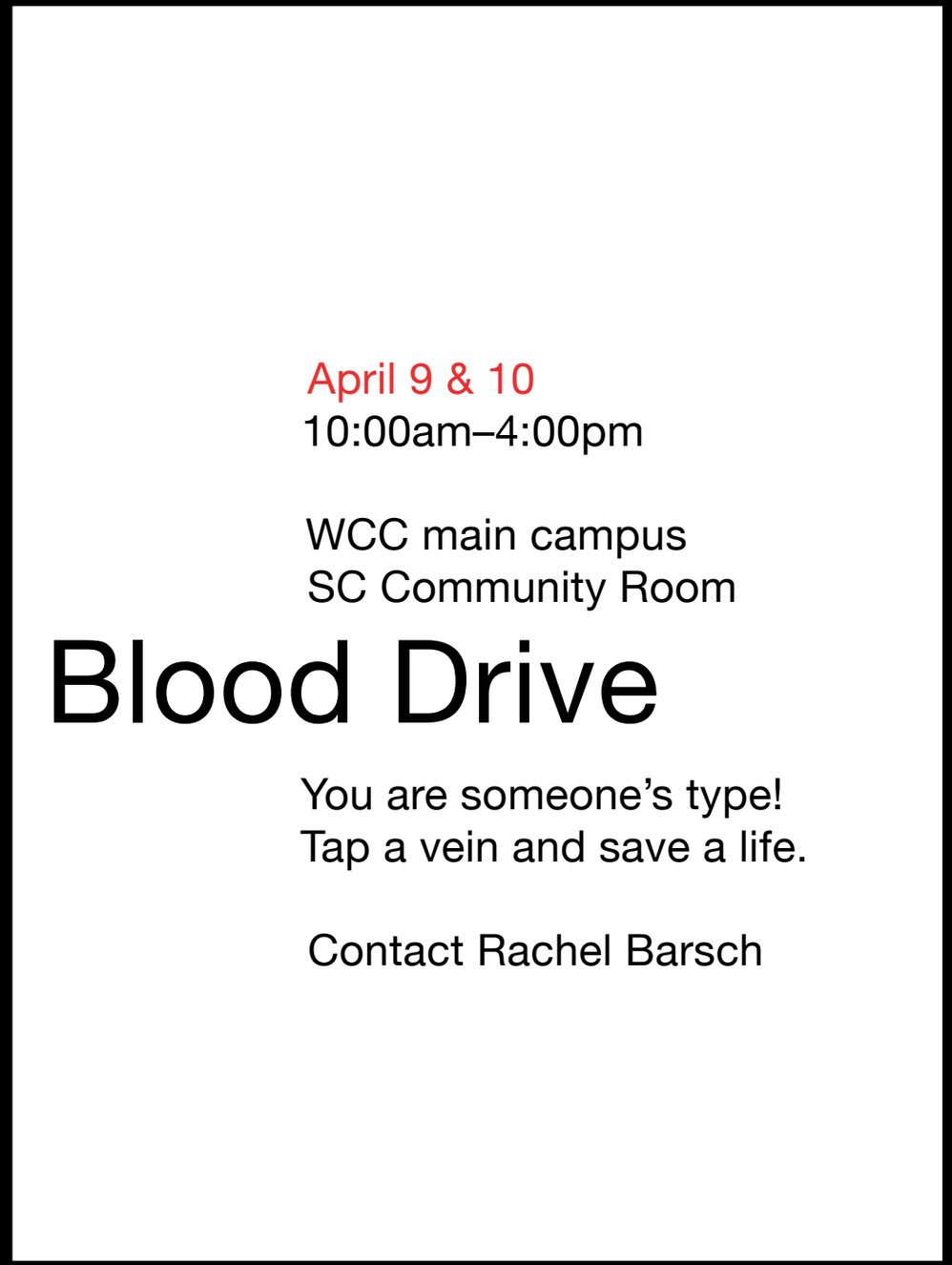
Size & Alignment



Color, Size, Space & Alignment



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The possibilities are endless.

HIERARCHY EXERCISE

HOMEWORK

1. Finish hierarchy workshop
2. Read chapter: Grid