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# Typography

- 1. Horizontal and vertical motion
  - 2. Proportion
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# Typography

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- Typography is the art and the technique of arranging words to look appealing and visually exciting
- Typography incorporates typeface, point size, line lengths and letter spacing
- Typography tends to be used for posters, logos, books, graffiti and you may also see typography in films and sequence titles

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# Typography

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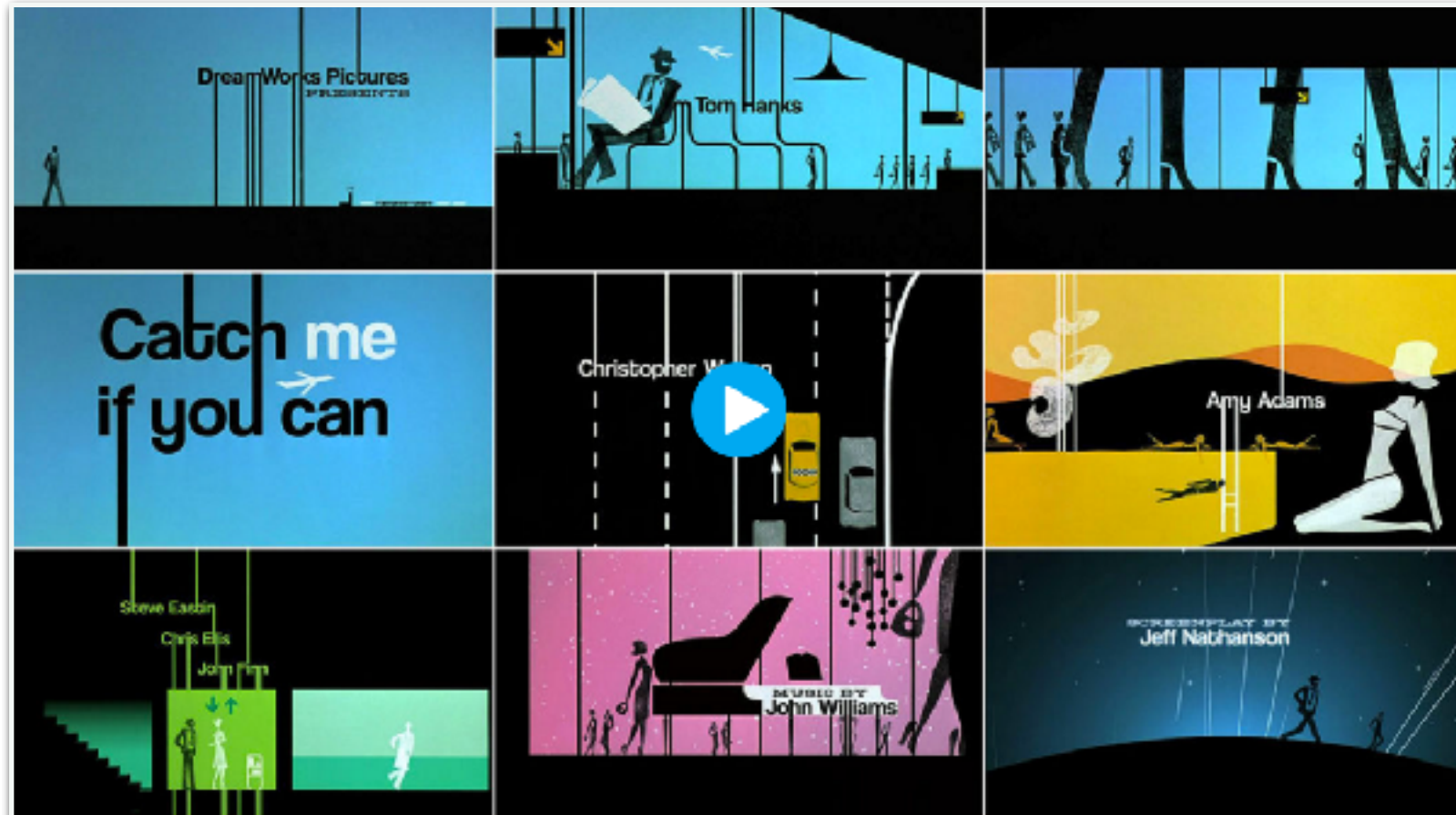
- Use of shapes, colour and fonts are the primary importance when it comes to making typography
- Most typography tend to have more deeper meaning behind them and are not just 'word on display'

# Saul Bass



# Title sequences

- Title sequence tend to have good uses of typography, also with motion and movement
- With good uses of animation, bold colour schemes and interesting typography

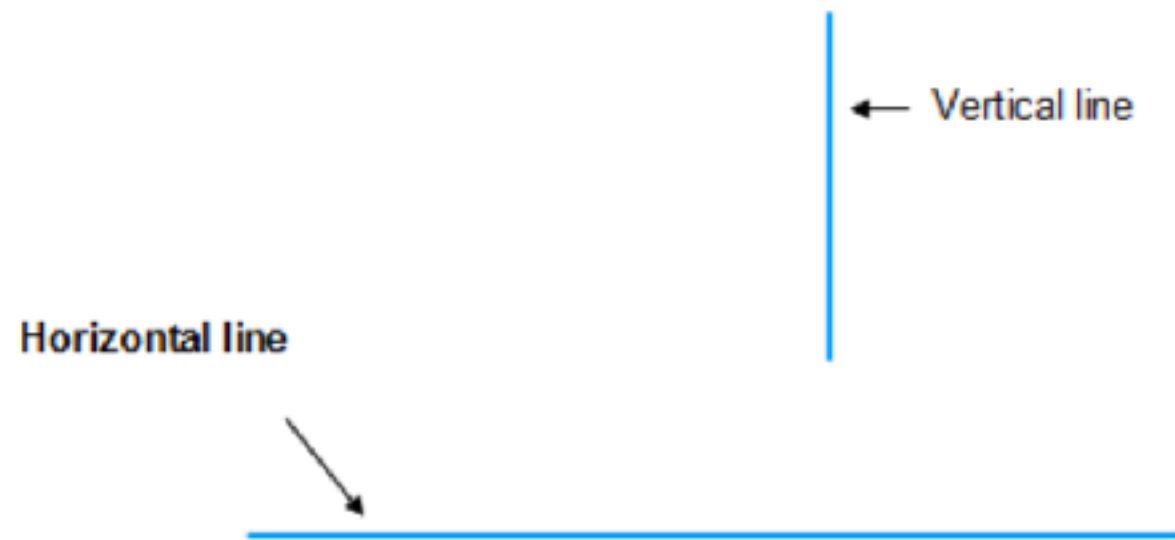


**Title Sequence Designer:**  
Kuntzel and Deygas

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# Horizontal and vertical motion

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- Horizontal and vertical motion is



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# Modular Scale & Proportion

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- A modular scale is a list of values that share the same relationship.
- Modular scales are used to create the correct proportion in relation to typography scales.
- These values are often used to size type and create a sense of harmony in a design. Proportions within modular scales are all around us from the spacing of the joints on our fingers to branches on trees.
- Typography needs to be legible and readable at different sizes. Proportion is the relationship between elements with respect to a comparative magnitude. It tells us whether or not our scale is in harmony, whether or not the different sizes of our elements are in agreement and balance. When one element of your design changes size, the others should also change size similarly if you want to keep them in the same proportion.
- For example experience tells us an elephant is bigger than puppy. If our design shows both and the elephant is bigger to a degree similar to what we experience in real life they seem in proportion in our design. If the puppy is shown larger we begin to question the proportion

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# Horizontal and vertical motion: Kerning

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- Kerning is an adjustment of the space between two letters.
- In digital fonts, the space between letter pairs is controlled by a kerning table created by the type designer, which specifies spaces between problematic letter combinations.
- Working in a page layout program, a designer can choose to use metric kerning or optical kerning as well as adjusting the space between letters manually where desired. A well-designed typeface requires little or no additional kerning, especially at text sizes.



# Some examples of Kerning

## Takes Two

SCALA PRO, WITH KERNING SUPPRESSED

*Spacing appears uneven, with gaps around T/a, T/w, and w,*

## Takes Two

SCALA PRO, WITH METRIC KERNING

*Spacing appears more even between T/a and T/w.*

## Takes Two

SCALA PRO, WITH OPTICAL KERNING

*Spacing seems more even between T/a, T/w, and w/o.*

## Warm Type

SCALA PRO ITALIC, WITH KERNING SUPPRESSED

*Spacing appears uneven between W/a and T/y.*

## Warm Type

SCALA PRO ITALIC, WITH METRIC KERNING

*Spacing appears more even between W/a and T/y.*

## Warm Type

SCALA PRO ITALIC, WITH OPTICAL KERNING

*Spacing is comparable to metric kerning.*

## LOVE LETTERS

SCALA PRO ALL CAPITALS, WITH KERNING SUPPRESSED

*Spacing is tight between T/T.*

## LOVE LETTERS

SCALA PRO ALL CAPITALS, WITH METRIC KERNING

*Improved spacing between T/T.*

## LOVE LETTERS

SCALA PRO ALL CAPITALS, WITH OPTICAL KERNING

*Improved spacing between T/ T and O/V.*

# Horizontal and vertical motion: Tracking

## 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)

- Adjusting the overall spacing of a group of letters is called tracking or letterspacing.
- By expanding the tracking across a word, line, or entire block of text, the designer can create a more airy, open field. In blocks of text, tracking is usually applied in small increments, creating a subtle effect not noticeable to the casual reader.
- Occasionally, a single word or phrase is tracked for emphasis, especially when CAPS or small caps are used within a line.
- White type on a black background is considered more legible when it is tracked.



# Horizontal and vertical motion: Alignment

- Choosing to align text in justified or centred columns is a fundamental typographic act. Each mode of alignment carries unique formal qualities and aesthetic risks.
- The four modes of alignment (centred, justified, flush left, and flush right) form the basic grammar of typographic composition.

*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*.

## **CENTERED**

*Lines of uneven length on a central axis*

*Justified* text, which has even edges on both the left and right sides of the column, has been the norm since the invention of printing with movable type, which enabled the creation of page after page of straight-edged columns. In metal type setting, the printer justifies each line by hand, using small metal spacers to alter the spaces between words and letters and thus make all the lines the same length. Digital typesetting performs the same labor automatically. Justified type makes efficient use of space. It also creates a clean, compact shape on the page. Ugly gaps can occur, however, when the line length is too short in relation to the size of type used. Hyphenation breaks up long words and helps keep the lines of text tightly packed. Designers often use negative tracking to fit additional characters on a line, or positive tracking to even out a line of type that looks too loose.

## **JUSTIFIED**

*Left and right edges are both even*