Typography

Typography

Lesson Objectives:

a) Understanding typography and its semantics based on context
b) Be sensitive in changes in meanings based on typography
c) How do you apply and select the appropriate type for respective forms
d) Recognising elements of a brand through use of type

Why is it important?

Typography is the strategic arrangement of type in order to make written language readable and visually appealing. Typography is a crucial element of visual communication. It enables your words to have emphasis, direction, and personality. You'll notice that companies create brand awareness through their use of typography. You can easily recognize companies such as google, coca cola, Mercedes & Tesla, Ikea, Fedex, just through their use of typography.

Good typography has the ability to grab the viewer's attention, create a sense of hierarchy, and establish the tone of a brand throughout a range of applications, both print and digital.

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Common Font Types

Serif Fonts

Serif is directly translated to Strokes. Serif have strokes at the ends of the characters, having its origins from when letters were drawn with a pen. They have a more classic type of look which emanates from their history. Serif fonts are typically used in print media (like newspapers or magazines), due to their legibility against different paper backgrounds.

Times New Roman

Times New Roman was actually designed for the London newspaper The Times in 1932. The goal was to create a typeface for newspapers that was easy to read, efficient, and maximized the amount of type that could fit on a line and thus on a page.

Adobe Garamond

Adobe Garamond was created in 1989 by Adobe Systems but its foundation goes back to the sixteenth century as the original was developed by famed French printer Claude Garamond.

Bodoni

Besley

Baskerville

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Common Font Types

San Serif Fonts

Sans Serif on the other hand translates to - " No Strokes ". They are typically associated with more contemporary, high tech, or screen based applications. Sans, meaning without serifs, are more economical in their structure. Helvetica, designed in 1957, has been so utilized they made a film about it by that name.

Sans Serif typefaces were popularized in the 1920s and 1930s as a reaction to the embellished Art Nouveau style. These typefaces were considered beautiful as they didn't include unnecessary additions and were appreciated for their simple, clean look and high efficiency.

Futura   Roboto   Helvetica

Futura, one of the most popular Geometric sans serif styles, was released in 1928, its popularity was later followed by fonts such as Univers and Helvetica in the 1960s. One element that made them desirable was the extensive range of styles and weights making them suitable for anything designers would need, from headings to body copy.

Sans Serifs are commonly used in digital media for two generally distinct reasons. These typefaces are highly legible on any background color or texture, and are reactive in sizes and weight (these fonts are able to scale easily through different digital media sizes , from a desktop to a tablet, to a mobile phone).

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Display and Decorative Fonts

These fonts can be seen in computers as preloaded typefaces - Comic Sans, Papyrus, Hobo, Curlz. These can be used, but not overused.

We recommend to use these only in single instances, like a heading, as they don't fare well in body text. Each style of font will convey a certain attitude or feeling so depending on your message, the selection of type should be thoughtful. Choose something that is easy to read and stylistically appropriate.

AQUERO

Wilson Wells

Papyrus

Hobo

SPACE SURFER

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Creating Hierarchy through Type

Different font types will have different range of weights and styles. This is useful when you need to create hierarchy. These can be done in 2 ways.

1 - Size
2 - Weight

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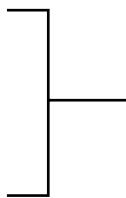
1 - Size ——————————————— **Header (16 point size)**

The point size of your letters. This should be consistent throughout your work. Body and headers should be distinct from one another in terms of size.

Body (13 point size)

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Creating Hierarchy through Type

2 - Weight

Refers to the thickness or thinness of your type. Generally, Sans Serif fonts will have a wider range of weights, ranging from Ultrathins to UltraBolds. The simplicity of sans serif typefaces are able to adhere to weight diversity. Conversely, serif typefaces will have a much leaner range of weights, most typically from Thin to Bold.

Montserrat

Montserrat

Montserrat

Montserrat

Montserrat

Montserrat

Montserrat

Montserrat

Montserrat

As you begin projects, limit yourself to the use of one typeface that has a range of weights. As you gain more experience, you can consider font pairings but this should be your limit. Using more than two typefaces in a project is a recipe for disaster.

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Type Management

Once you've selected your font or typeface, you need to understand a few key concepts on how to manage your type properly. These include 3 key points to be sensitive to :

1 - Point Size
2 - Leading
3 - Kerning
4 - Tracking

1 - Point Size

Point size is the measurement commonly used for type. It is the measurement at the x height, the height of a lower case x. Leading refers to the vertical space between lines. This is measured at the baseline, the imaginary line that your type rests upon. The measurement is expressed from baseline to baseline.

x height   Lorem Ipsum
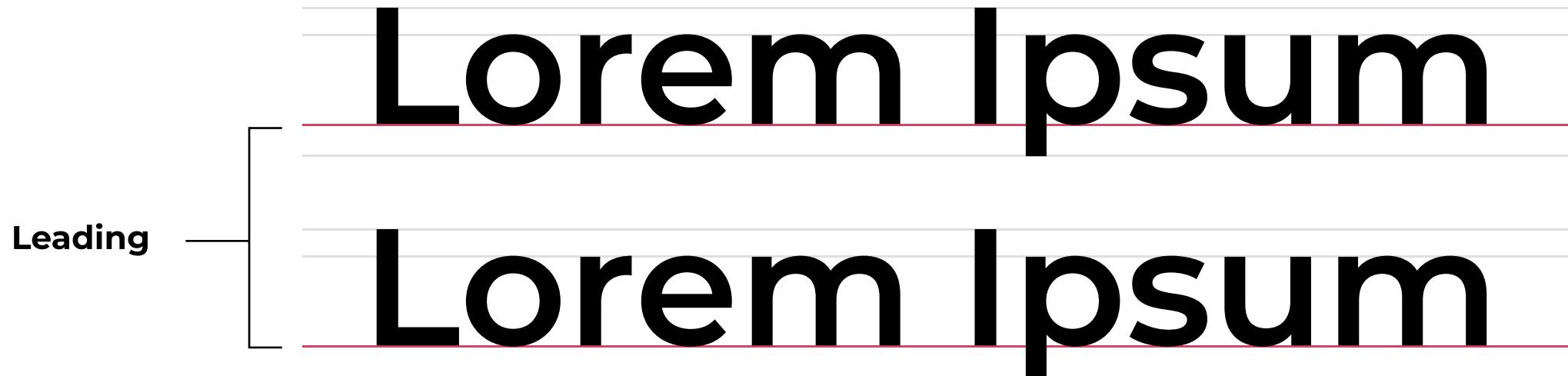
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2 - Leading

Refers to the line spacing between 2 lines of text. Most software applications will automatically default to a leading measurement, based on the size you select for your type, but that doesn't mean you have to settle for this. Increasing your leading creates more whitespace between text lines, making it easier for your audience to clearly read what you have placed. Decreasing your leading is likely to give you a crowded and perhaps difficult to read body of text.

Leading

Lorem Ipsum

Lorem Ipsum

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3 - Kerning

Kerning adjusts the space between individual letterforms, while tracking adjusts spacing uniformly over a range of characters. Kerning is the process of adjusting the spacing between characters in typeface, usually to achieve a visually pleasing result. Most software does a fairly good job of this but it's important to pay attention.

Bad kerning reduces the perceived quality of your work and in some cases can be misleading or downright embarrassing. Kerning issues may not be evident in applications like small books or pamphlets, but the problems are immediately magnified as the scale of your applications gets larger.

Lorem Ipsum
Lor em Ip sum
Lorem Ipsum

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4 - Tracking

Tracking, or adding a uniformed space between letters is trendy, but that doesn't mean it's good. Over time, we recognize word forms due to the frequency of certain letter combinations. If you're going to apply tracking, use it very conservatively for headings, and never for large passages of text.

Lorem Ipsum

L o r e m   I p s u m