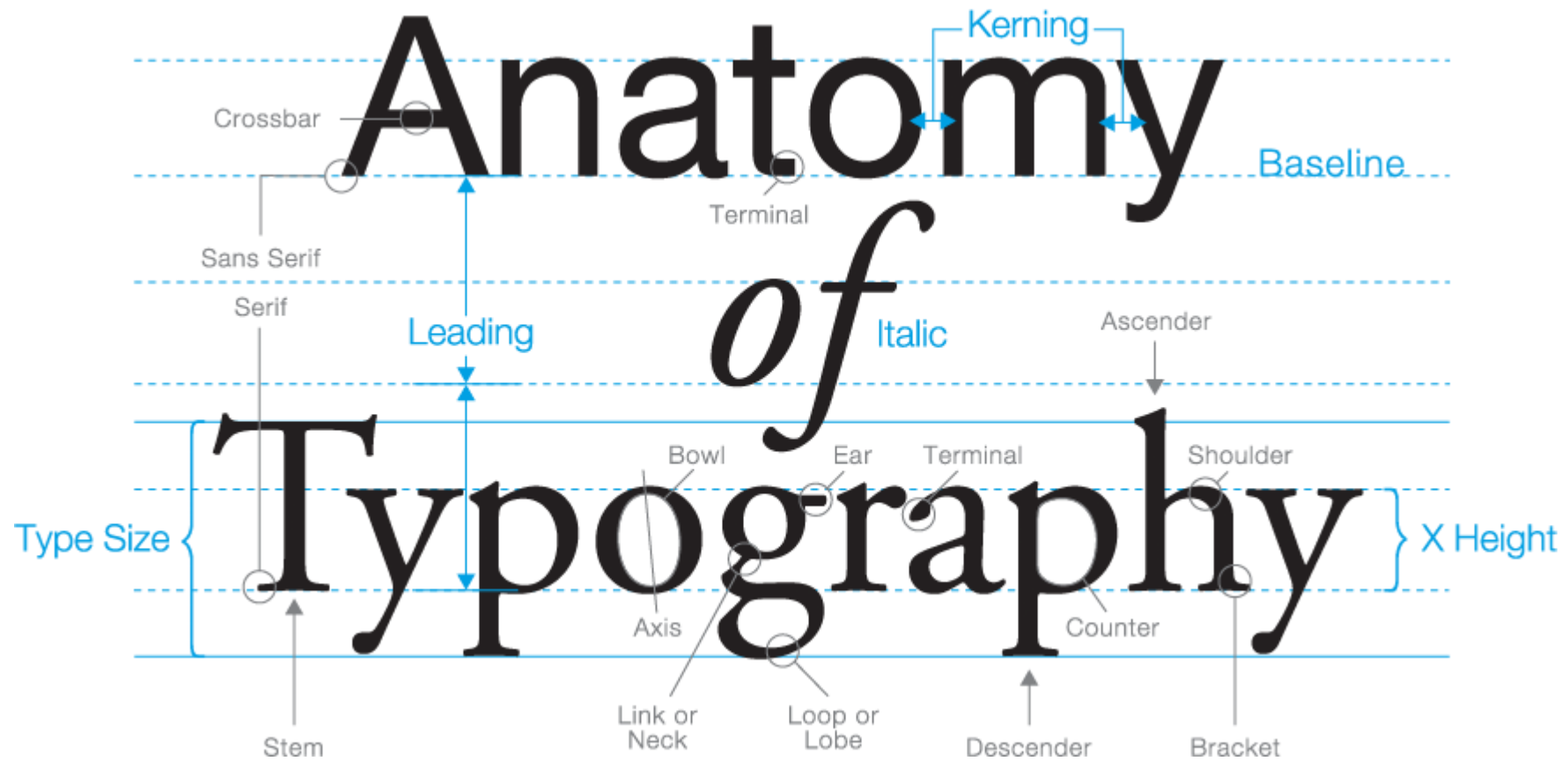


Typography

Introduction

Peter Windle

04/03/21





**Form
and
function
together
create
typographic
excellence.**

R. Roger Remington

UNIVERS BY ADRIAN FRUTIGER - LINOTYPE



What's *your*
FAVOURITE
font?

It's all about the purpose

Hello

HELLO

I SAID HELLO

Hello

Hello

Hello

Times New Roman

ABCDEFGHIJKLMN
OPQRSTUVWXYZÀ
ÅÉÊËÖØÜabcdefghijkl
mnopqrstuvwxyzàåéêë
ø&1234567890(\$£.,!?)

Calibri

A B C D E F G H I J K L M N O P Q

R S T U V W X Y Z À Á Ê Ë Ì Ï Ñ Ò Ó

a b c d e f g h i j k l m n o p q r s t

u v w x y z à á â ã & 1 2 3 4 5 6 7 8 9

0 1 2 3 4 5 6 7 8 9 0 (\$ £ € . , ! ?)

ABCDEFGHIJ

KLMNOPQRS

TUVWXYZ

abcdefghijklmn

opqrstuvwxyz

1234567890

!@#\$%^&*() 

What is Typography?



Words and text are all around us every day in almost everything we do.

In every piece of type you see, somebody has considered how the letters, sentences and paragraphs will look in order for it to be read by us, or make us feel a certain way when we look at it.

Brands are often recognised by their Typeface alone

Brands Are Often Recognised By
Their Typeface Alone



**Which Pizza
Would You
Prefer To Eat?**



TESCO

THIN & CRISPY

FOUR CHEESE STONEBAKED PIZZA

A thin & crispy pizza base topped with tomato sauce and a four cheese blend of Mozzarella, Emmental, red Cheddar and Cheddar cheeses and sliced Mozzarella cheese



No artificial
preservatives,
flavours or colours

Serving suggestion

Half of an extra baked pizza contains					
V	12	Calories	Sugar	Fat	Saturated
vegetarian	low fat	380	3.3g	13.5g	7.5g
		19%	4%	19%	38%
					Soft
					1.3g
					22%

310
€

GOODFELLA'S

TASTY
NEW
RECIPE

STONE BAKED **THIN** Margherita



For 4 people (19g per 100g)

Energy	1800kJ	18g	Saturated	Sugar	Salt
40%	21%	26%	5%	1%	1%

For more information on the Good Food Guide
See page 10 of the Good Food Guide

SERVING SUGGESTION

Typeface or Font?

Most people use the terms "font" and "typeface" interchangeably, and they are incorrect to do so. In most instances when people refer to *fonts*, they really mean *typefaces*.

Designers are often unsure of the difference between these two, as they are often confused for being the same thing...

The confusion arose due to the prominence of digital fonts and naming conventions in operating systems, which refer to *fonts* rather than *typefaces*.

As such there is a conflation of terms, where people think fonts are really digital typefaces, whereas typefaces are physical.

Typeface - A set of fonts in the same style. a font family.

Arial

Times New Roman

Century Gothic

Font - a single weight or style within a typeface family.

Arial Narrow

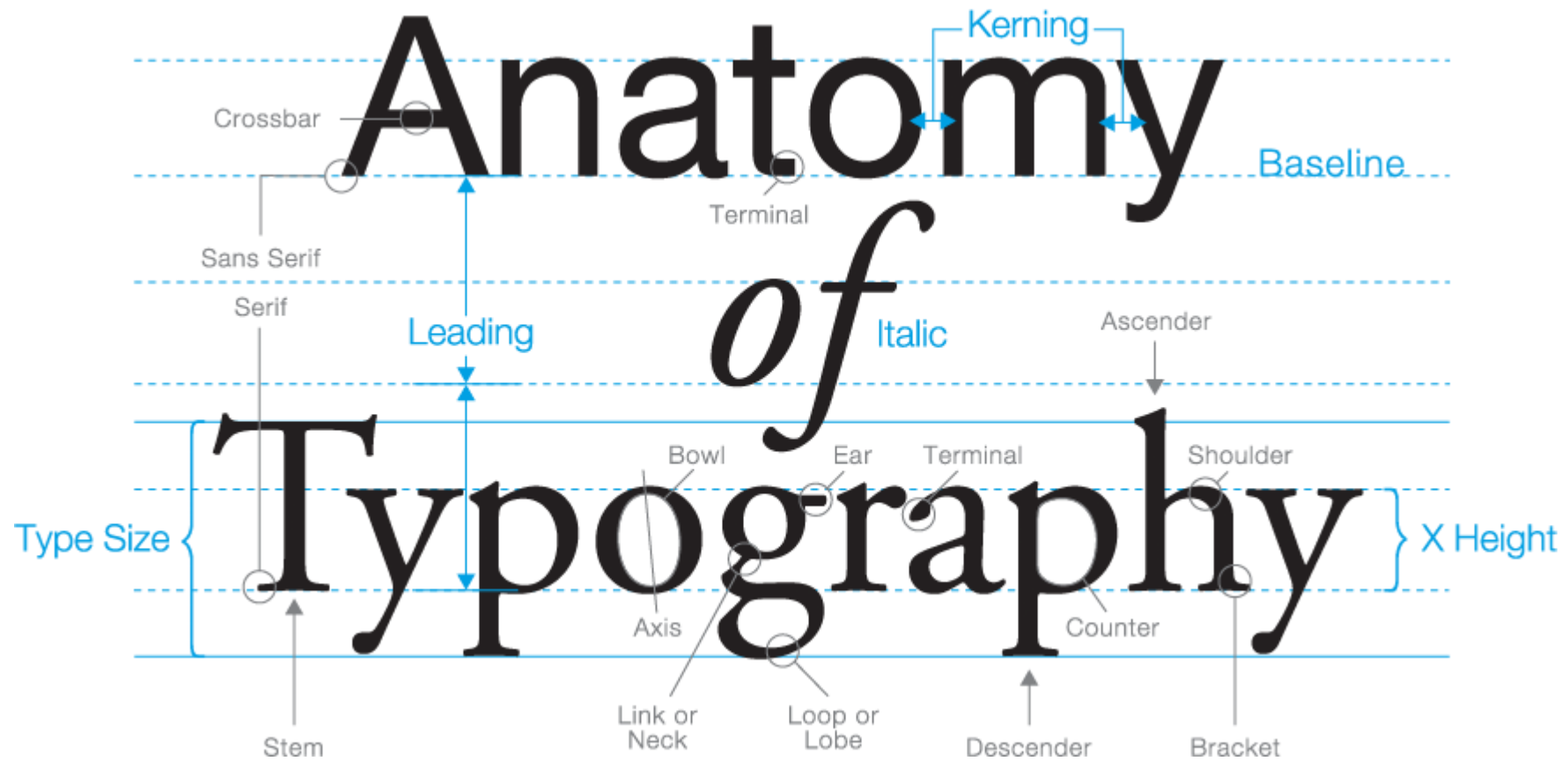
Arial Rounded Bold

Arial Black

Times New Roman Regular

Times New Roman Italic

Times New Roman Semi Bold



Font Naming Conventions (i)

Weights: Hairline, Thin, Ultra Light, Extra Light, Light, Book, Regular/Roman, Medium, Semibold, Bold, Extra Bold, Ultra Bold, Black, Ultra Black.

Widths: Compressed, Condensed, Semi Condensed, Narrow, Normal, Extended, Extra Extended, Expanded.

Styles: Roman, Italic, Cursive, Oblique (a slanted roman), Small Caps (usually included as an OpenType feature rather than a digital font), Petite Caps (rare), Upright Italic (rare), Swash (usually an OpenType feature rather than a font).

Font Naming Conventions (i)

Optical sizes: Caption, Text, Subhead, Display, Deck, Poster.

Grades: Grade 1, Grade 2, Grade 3, Grade 4 (subtly different weight to accommodate for different printing conditions).

Effects: Inline, Outline, Shadow, Fill, Bevel.

Type Classifications

Type Classification

Serif

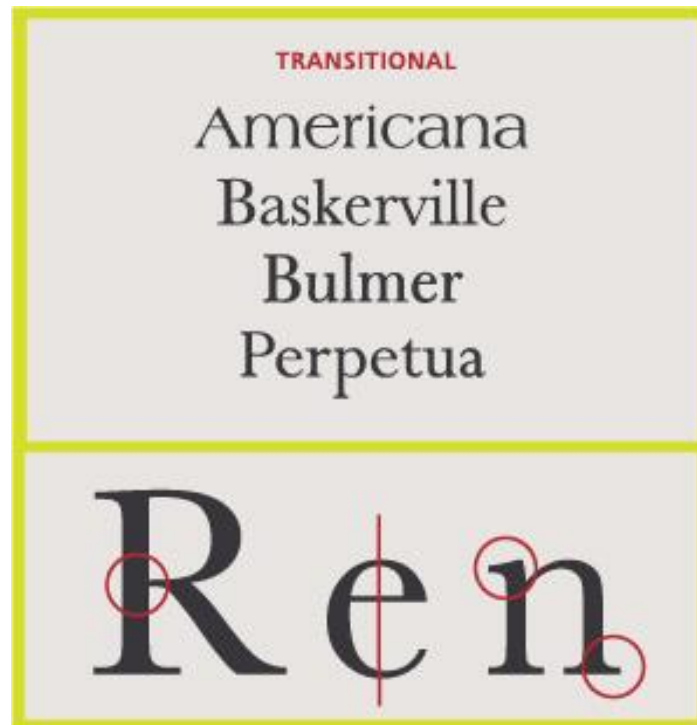
- These typefaces are the more traditional ones.
- “Serifs” are the little feet or arms that hang off the end of letter strokes, and typically add a thick/thin look to the letter.
- Serif fonts are considered the easiest fonts to read so they are most often used as text or “body” copy.

BONDI
Century
Garamond
Georgia

Times New Roman

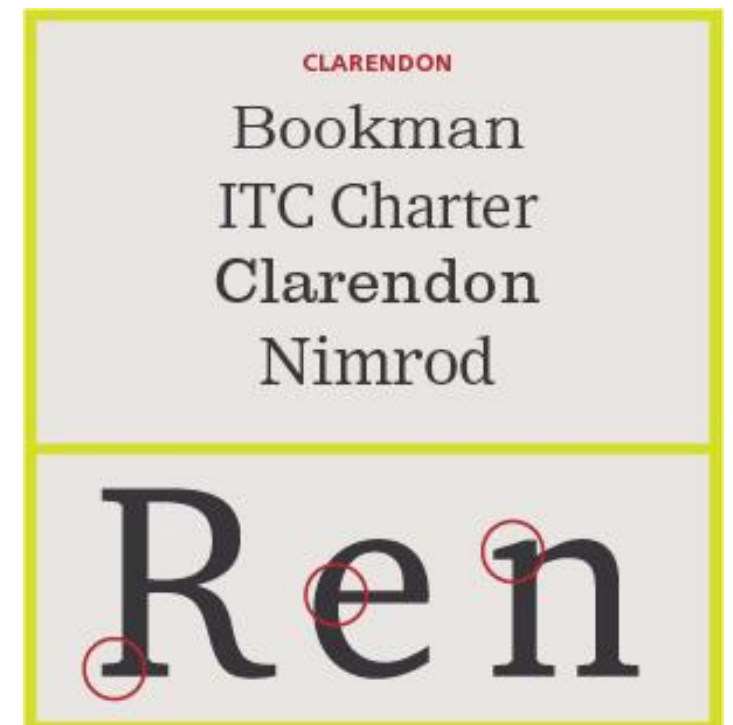
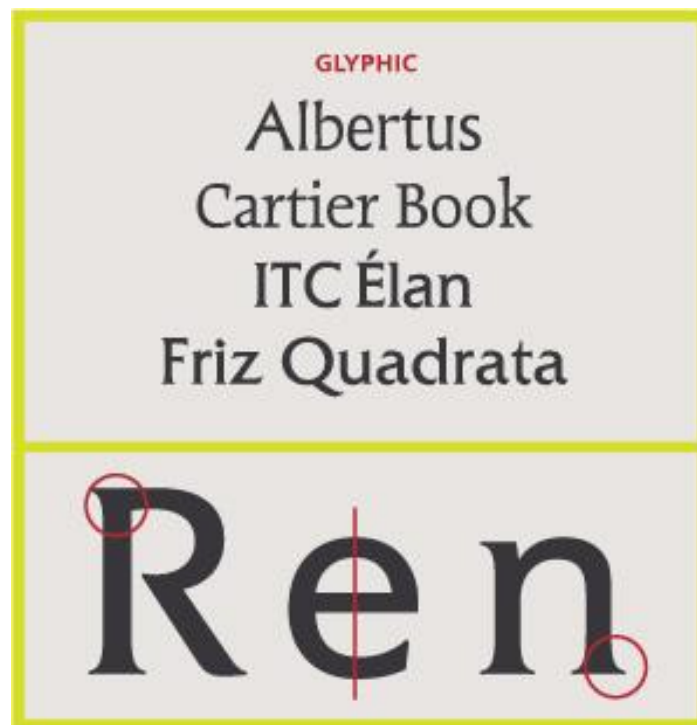


Serif Type Styles (i)





Serif Type Styles (ii)



Type Classification

San-serif

- Fonts are “without serifs” and usually have an overall even stroke weight.
- Sans serif fonts can evoke a more modern look because they were not created until the 19th century.
- While they can also be harder to read, they are often used only for small amounts of copy, subheadings, or large headlines.

Arial

Futura

Impact

Myriad

Tahoma

**Helvetica is
the sweatpants
of typefaces.**

John Boardley

NEUE HAAS GROTESK - MIEDINGER/SCHWARTZ - LINOTYPE





San-serif Type Styles

GROTESQUE

ITC Franklin Gothic
Helvetica
News Gothic
Univers

R g e

GEOMETRIC

Avenir
ITC Bauhaus
Futura
Harmonia Sans

R o n

SQUARE

Cachet
Eurostile
Felbridge
Neo Sans

R e n

Type Classification:

Script

- Based upon the varied and often fluid stroke created by handwriting.
- They are generally used for display or trade printing, rather than for extended body text in the Latin alphabet.
- Some Greek alphabet typefaces, especially historically, have been a closer simulation of handwriting.

Fertigo Script
American Scribe
Kinescope
Nautica Script
Kari Display



Script Type Style

FORMAL

Bickham Script
Elegy
Helinda Rook
Young Baroque

Ren

CALLIGRAPHIC

Belltrap
Blaze
Mistral
Vivaldi

Ren

BLACKLETTER & LOMBARDIC

Agincourt
Cresci Rotunda
Goudy Text
Monmouth

Ren

Type Classification:
Decorative

- Rarely used for lengthy blocks of text
- They frequently reflect an aspect of culture – such as tattoos or graffiti – or evoke a particular state of mind, time period or theme.
- Some decorative typefaces use unorthodox letter shapes and proportions to achieve distinctive and dramatic results. Some even appear three-dimensional.

STENCIL

ROSEWOOD

Magneto

COLLECTOR

The empty spaces
are the most important
aspect of a typeface.

Adrian Frutiger

FRUTIGER NEXT - LINOTYPE



Identify The Type Classification

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TIME

Subscribe



U.S. POLITICS WORLD IDEAS HEALTH ENTERTAINMENT TECH



We Tried to Find the Most Equal Place in America



Sanders, Bloomberg Take Hits

Michael Bloomberg and Bernie Sanders faced scrutiny at the South Carolina Democratic Debate. Here are the biggest moments and highlights

The Brief

Trump Says Justices Should Recuse Themselves

Clashes Over India Citizenship Law Kill 20 Amid Trump Visit

Body Cam Captures 6-Year-Old's Tearful Pleas During Arrest

Wrongfully Convicted Man Awarded \$1.5 Million

COVID-19 Vaccine Shipped, and Drug Trials Start



NEWS

REVIEWS

HOW-TO

VIDEO

DEALS

MACS

IPHONES

IPADS

IOS

WEARABLES

HOME TECH

BUSINESS



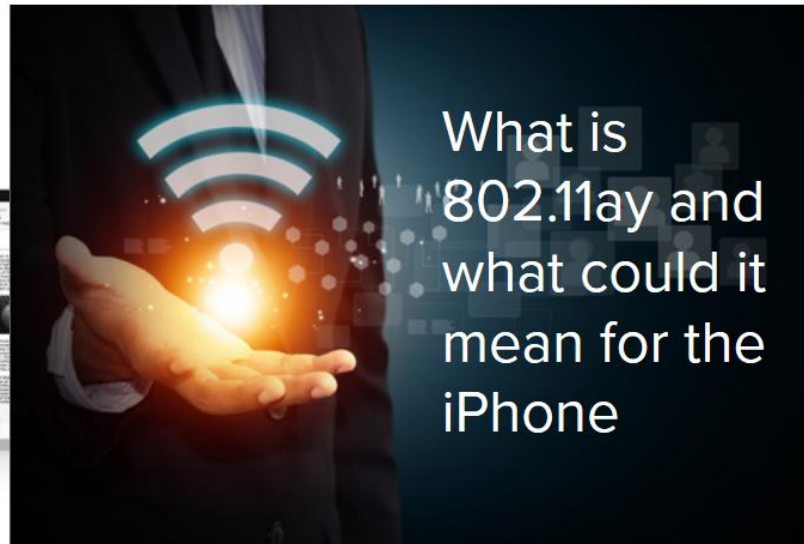
READY TO USE GRAPHIC ASSETS



START NOW



ARM Macs are coming, three years after Apple's attitude change



Instagram



witwaterford

Follow

598 posts

4,846 followers

506 following

Waterford IT

Waterford Institute of Technology, delivering university level research, innovation and programmes for the last 50 years #WIT50 #StudyatWIT

www.wit.ie



Events



Scholarships



2019



College St ...



Waterford ...



Campus Tour



Snowy Cam...

POSTS

TAGGED



Shop, Support & More.

Explore



Games, videos & more!

PLAY ZONE →

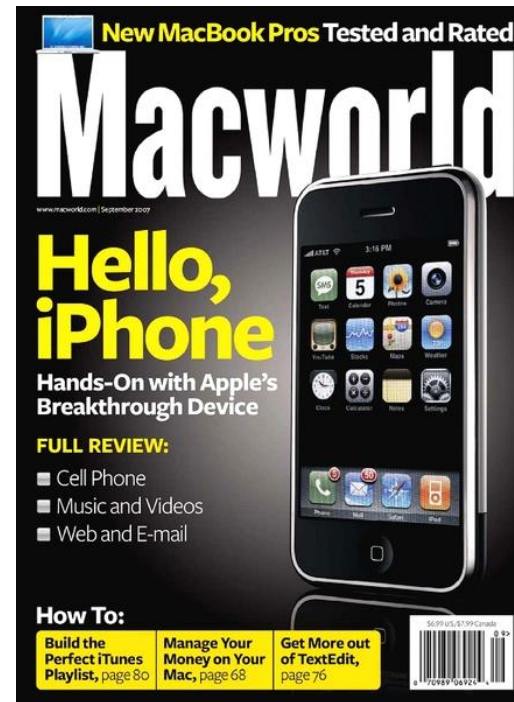
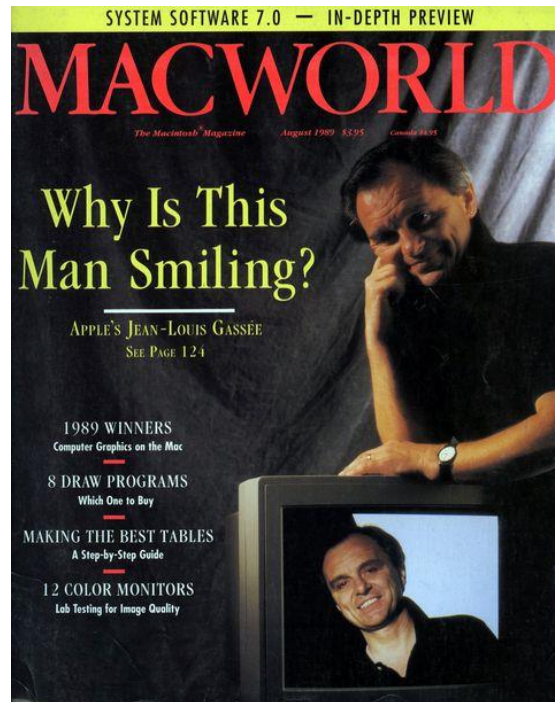


Masthead:

- The title going across the front of a magazine is called a masthead. The next time you are standing in front of a magazine rack, take a look at the fonts used for the covers on display.
- You can usually tell the target audience just by looking at the font used for the masthead.
- Magazines that use a sans-serif font are clear, inviting and universal to the general public.
- However, ones that are more news-oriented, sophisticated or political will most likely use a serif font for the masthead.



Masthead Images



Font/Logo Progression

Web Safe Fonts

```
p {  
  font-family: "Times New Roman", Times, serif;  
}
```


What are Web Safe Fonts

- Web safe fonts are fonts that are pre-installed by many operating systems.
- While not all systems have the same fonts installed, you can use a web safe font stack to choose several fonts that look similar, and are installed on the various systems that you want to support.
- Start with the font you want, and end with a generic family, to let the browser pick a similar font in the generic family, if no other fonts are available:
- **font-family:** "Times New Roman", Times, serif;

Serif Fonts

font-family	Example text
Georgia, serif	<div>This is a heading</div> <div>This is a paragraph</div>
"Palatino Linotype", "Book Antiqua", Palatino, serif	<div>This is a heading</div> <div>This is a paragraph</div>
"Times New Roman", Times, serif	<div>This is a heading</div> <div>This is a paragraph</div>

Sans-Serif Fonts

font-family	Example text
Arial, Helvetica, sans-serif	<p>This is a heading</p> <p>This is a paragraph</p>
"Arial Black", Gadget, sans-serif	<p>This is a heading</p> <p>This is a paragraph</p>
"Comic Sans MS", cursive, sans-serif	<p>This is a heading</p> <p>This is a paragraph</p>
Impact, Charcoal, sans-serif	<p>This is a heading</p> <p>This is a paragraph</p>
"Lucida Sans Unicode", "Lucida Grande", sans-serif	<p>This is a heading</p> <p>This is a paragraph</p>
Tahoma, Geneva, sans-serif	<p>This is a heading</p> <p>This is a paragraph</p>
"Trebuchet MS", Helvetica, sans-serif	<p>This is a heading</p> <p>This is a paragraph</p>
Verdana, Geneva, sans-serif	<p>This is a heading</p> <p>This is a paragraph</p>

What to use on your website?

- BODY TEXT is the most common element of a document.
- Therefore, how the body text looks will have the most noticeable effect on the appearance of the page.
- Start with font, point size, line spacing, and line length, because those four decisions will largely determine how the body text will look.

Typographic Hierarchy

—

Type style

- Typeface and weight play a key role in establishing typographic hierarchy, especially for headlines and subheads.
- Generally speaking, bold, decorative, or more distinctive typestyles command attention and denote importance, but so can an ultra light typeface in the right setting.

Old Wives' Tales: fact or fiction?

What you need to know to stay healthy

by Rochelle Davidson

1. Chicken soup will cure your cold.

It might not cure a cold, but it will help. This centuries-old home remedy is not just an old wives' tale. Scientists believe that chicken soup may reduce inflammation of the lungs by slowing down the activity of white blood cells that can cause the inflammation.

2. Feed a cold, starve a fever.

There is no definitive research on this, although fasting will weaken you when you should be preserving your strength. Even if you don't feel like eating, at least have some something simple, like soup, toast, or a baked

<https://www.fonts.com/content/learning/fyti/typographic-tips/typographic-hierarchy>

Type size

- The viewer's eye is usually drawn to the largest-sized type first (which is usually, but not always, the headline), and then moves on to other elements.
- Although headlines most commonly appear at the top of a page, this placement is not a requirement.
- A well-designed composition will guide the reader to the headline and other important elements no matter where they are located.

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<https://www.fonts.com/content/learning/fyti/typographic-tips/typographic-hierarchy>

Colour & Case

- The use of colour can either draw attention to or de-emphasize an element.
- The use of all caps in small doses can be an effective way to draw attention and denote importance, particularly for headings or subheads.

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Placement and Spacing

- The placement of all elements, as well as the space between and around them, is part of the overall hierarchy.
- Keep the most important information prominent.
- Place all related elements together, while visually separating others to organize the content.

Old Wives' Tales: fact or fiction?

What you need to know to stay healthy

BY ROCHELLE DAVIDSON

① **Chicken soup will cure your cold.**

It might not cure a cold, but it will help. This centuries-old home remedy is not just an old wives' tale. Scientists believe that chicken soup may reduce inflammation of the lungs by slowing down the activity of white blood cells that can cause the inflammation.

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The Temptations & The Four Tops
Wednesday, June 26, 2013
8:00 pm
When The Temptations took the stage over 40 years ago their stunning harmonies and tight choreography combined with excellent leads created a legend. The Temptations made musical history with their string of fabulous pop and funk hits in the sixties and seventies, and they managed to weather a steady stream of changes in personnel and consumer tastes to be able to continue the history.

Steve Martin and the Steep Canyon Rangers
Sunday, July 28, 2013
7:30 pm
Steve Martin and the Steep Canyon Rangers, featuring Edie Brickell will perform songs from their album *Love Has Come for You* as well as songs from *Rare Bird Alert* and other new tunes. The new collaboration, *Love Has Come for You*, is set for release on April 23 on Rounder Records.

The Avett Brothers
Friday, August 16, 2013,
8:00 PM
The Avett Brothers will perform their smash hit *I and Love and You* along with the rest of their latest album. In the wake of the album's release, the Avett Brothers made the rounds on late-night TV, including appearances on the Late Show with David Letterman, The Late Late Show with Craig Ferguson, and Late Night with Jimmy Fallon.

Another Example

The Temptations & The Four Tops

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Another
Example

Use Headings

`<h1>Heading 1</h1>`

`<h2>Heading 2</h2>`

`<h3>Heading 3</h3>`

`<h4>Heading 4</h4>`

`<h5>Heading 5</h5>`

`<h6>Heading 6</h6>`

Headings

Heading 1

Heading 2

Heading 3

Heading 4

Heading 5

Heading 6

[Try it Yourself »](#)

Choose a font type

-
- On the web, body text can be in a sans serif or serif font.
 - Sans serifs were once preferred for screen text because they rendered better on the lower-resolution screens of the past. (That's why most graphical user interfaces are built around sans serif fonts).
 - On today's computer and mobile screens, serif fonts look equally good.

Finding Fonts

—

Font sites

<https://www.1001freefonts.com/>

<https://www.myfonts.com/>

<https://www.urbanfonts.com>

<https://www.dafont.com/>

Font Exercise

Find a suitable font for one of the following people...

- Fr. Dougal McGuire
- Ted Bundy
- Graham Norton
- Martin Luther King
- Marie Curie
- Margaret Thatcher
- Panti Bliss
- Rory O'Neill

Font: Alesand:

ALBERT EINSTEIN

Font: Shark Ready

Saoirse Ronan

Font: Comedy Show

FR DOUGAL MAGUIRE

Font: Knife Fight

TED BUNDY

Font: Roundslab Serif

Graham Norton

Font: Caviar Dreams

Martin Luther King

Font: Nasalisation

Marie Curie

Font: Anthoni Signature

Margaret Thatcher

Font: Broadway Event


Panti Bliss

Font: Market Deco

RORY O'NEILL

How to install a font?

Mac vs PC



*“Building a good font collection
is like populating one’s
wardrobe. It requires a
balance between versatility
and expressivity...everyday
accessories, and special
outfits for special occasions.”*

Jean-Baptiste Levee

Google Fonts

Replacement
Fonts



Font Packs

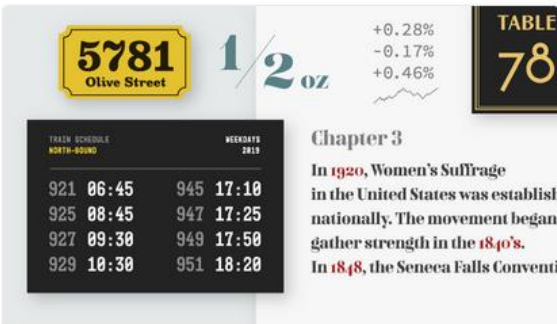
Expertly-curated font packs for any occasion, assembled by the Adobe Fonts team and some special guests



Fonts for Clean & Stylish Web Experiences

A reader-friendly font combo recommended for Adobe XD

View Pack



By the Numbers

Style for the quantifiable

View Pack



Fonts for 20 Years of InDesign

6 fonts to celebrate 20 years of InDesign

View Pack



Science Fair

12 fonts with sci-fi overtones



Spark Font Pack

Bold type for bold social media presence



Casual Lettering Looks

Add a casual, hand-drawn feel to your designs

Clear Filters

CLASSIFICATION

All

Sans Serif

Serif

Slab Serif

Script

Blackletter

Mono

Hand

Decorative

RECOMMENDATIONS

All

Paragraphs

Headings

PROPERTIES

G

G

G

Weight

A

A

A

Width

h

h

h

x-height

Ab

AB

Standard or Caps Only

246

246

Default Figure Style

LANGUAGES

Hide Filters

DefaultJapanese

View

List

Grid

Sample Text

Choose sample text...

Text Size

Sort

Featured

1847 font families

The quick brown fox jumps over the lazy dog

Dederon

Suitcase Type Foundry

4 fonts

View Family

The quick brown fox jumps over the lazy dog

Kazimir

CSTM Fonts

10 fonts

View Family

The quick brown fox jumps over the lazy dog

Gilbert

Fontself

2 fonts

View Family

The quick brown fox jumps over the lazy dog

Anziano

MAC Rhino Fonts

3 fonts

View Family

The quick brown fox jumps over the lazy dog

Fertigo

exljbris Font Foundry

2 fonts

View Family

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

Bebas Neue Rounded

Dharma Type

1 font

View Family

The quick brown fox jumps over the lazy dog

Rooney

Jan Fromm

12 fonts

View Family

The quick brown fox jumps over the lazy dog

Baskerville PT

Paratype

6 fonts

View Family

Stunning fonts for your website

Unlimited use of our fonts on your websites,
included free with Creative Cloud subscriptions.



Quick start guide

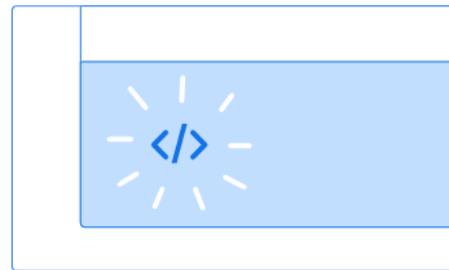
We serve web fonts to billions of people each day.
Here's how to get started with putting great fonts on your own website.

1



Browse thousands of fonts to find the right

2



Create a new web project, or add a font to an

3



Save your web project and paste the

Tips

-
- i. Keep it Simple
 - ii. Keep The Number of Fonts Used At a Minimum
 - iii. Use “Stylised” font for headers only.
 - iv. Keep body text readable with simple, clean serif OR san serif font family
 - v. Don't use justified text on websites
 - vi. Always left align
 - vii. Use font embedding services like [Google Web Fonts](#) or [Typekit](#) if you like
 - viii. Check legal issues
 - ix. Make sure different fonts match