

TYPOGRAPHY PART 2

VOCABULARY AND GUIDELINES

TYPE CLASSIFICATION

- Roman Fonts – readability for long, extended text which is often called body text when referring to book and magazine and newspaper layout. I am trying to create the effect of body text here with this longish piece of text.
- Sans serif font – legibility for headlines, headings, captions

- All of the examples of type on this page are used in limited amounts. One word or a few lines at the most.
- Script or cursive - Type used to express a particular meaning. Has a “feminine quality.”
- Black letter or Old English - Has a feel of “oldness”
- ★ Novelty - Anything that doesn't fit into one of the other classifications is considered novelty.

Square serif - Serifs are not pointed or tapered.

FONT GUIDELINES

- ★ Use serif for long, extended text; sans serif for “headlines”
- ★ Use 1-2 fonts/typefaces (3 max)
- ★ Use of normal, italics, bold is OK, but...
- ★ **Never use bold, italics, capitals for large sections of text**
- ★ *Never use bold, italics, capitals for large sections*
- ★ NEVER USE BOLD, ITALICS, CAPITALS FOR
- ★ Be careful of text to background color issues



FONT EXAMPLES

Use regularly

- **Serif:** Times, garamond

Sans serif: Arial,
Verdana, Geneva

Don't use regularly

- **Decorative:** Comic Sans,
Playbill
- **Script:** *this is an example of script, which is great for formal invitations but is not so good for a lot of text*
- **Monospaced:**
Courier,
B letter gothic

CASE

- UPPER & lower case
- AVOID HEAVY USE OF ALL UPPER CASE!!
- Mixed case => faster reading

HOW MUCH FUN IS IT
TO READ ALL THIS TEXT
WHEN IT'S ALL IN
CAPITALS AND YOU
NEVER GET A REST. USE
ALL CAPS FOR HEADLINES
AND HEADINGS

How much fun is it to read
all this text when it's all in
capitals and you never get a
rest. So use mixed case for
regular text.

STYLE

- Plain text
- Italic text
- **Bold text**

- (Purists consider these as different fonts)

SIZE

- Type is measured in points
 - 72 points to the inch

10 Point Times

12 Point Times

14 Point Times

16 Point Times

18 Point Times

20 Point Times

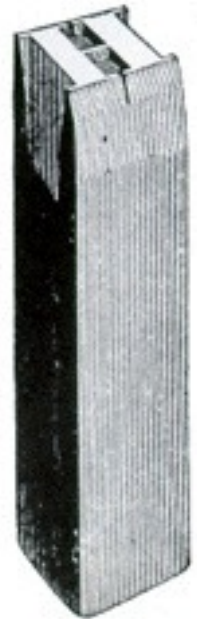
24 Point Times

SIZE

- Type sizes are not standard, but are based on old measurements of the piece of metal

28 point Arial has a larger x-height than
28 Adobe Garamond

- So it appears to be larger



LETTERFORMS

typography

baseline

LETTERFORMS

xheight | **X** typography | baseline

LETTERFORMS



KERNING

- Because of optical illusions, spacing between letterforms are not fixed, but are adjusted according to the shapes of the two letters, which are called kern pairs.

circular elements require the least spacing



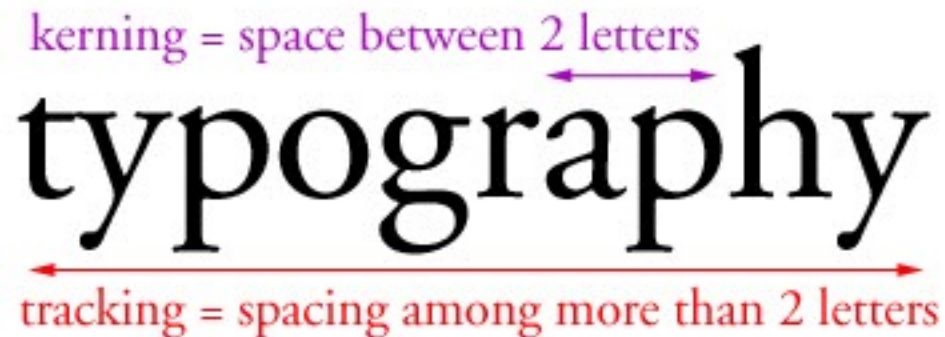
moonlight

straightlines require more spacing

LETTERS PACING – KERNING & TRACKING

- While the space between TWO letters is kerning

kerning = space between 2 letters



tracking = spacing among more than 2 letters

The diagram shows the word 'typography' in a black serif font. A purple double-headed arrow is positioned above the letters 'g' and 'r', with the text 'kerning = space between 2 letters' above it. A red double-headed arrow is positioned below the entire word, with the text 'tracking = spacing among more than 2 letters' below it.

- The space AMONG more than 2 letters is tracking

LETTERS PACING

- Strive for regular spacing and a uniform texture

moonlight

moonlight

LETTERS PACING – EXAMPLES

The quick brown fox
jumped over the lazy
dog.

The quick brown fox jumped
over the lazy dog.

LETTERS PACING AT END OF SENTENCES

- Use ONE space between sentences.
- Two spaces are a TYPEWRITING convention only. In the digital realm, the space between sentences is variable, and is calculated to work with one space. Using two spaces between sentences in the digital realm creates “rivers” of white space that impede legibility.

LINESPACING (AKA LEADING)

- ★ Line spacing is measured in points from baseline to baseline
- ★ It is usually 20% larger than the point size of text (10 point type generally defaults to 12 point leading)

LINESPACING GUIDELINES

- More line spacing generally results in greater legibility, until the lines seem to be separate lines.

Lines of text are generally more legible with more line spacing than defaults, until they appear to separate into distinct lines. When squinting, the paragraph should appear as regular and “gray” texture.

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Lines of text are generally more legible with more line spacing than defaults, until they appear to separate into distinct lines, like these lines here. When

ALIGNMENT

- Justified type creates irregular spacing – especially for mono-spacing without hyphenation
 - Can result in “rivers” of white space
- Both impede legibility

Justified type results in irregular spacing between words, or between words and letters. It also results in “rivers” of white space. Both impede legibility. Newspapers historically only justify type for reasons of tradition and visual real estate(\$ per inch).

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ALIGNMENT

- Flush left, ragged right most legible to western eyes.

Now is the time for all good men to come to the aid of their country. The quick brown fox jumped over the moon. How much wood could a wood chuck chuck if a wood chuck could chuck wood? Now is the time for all good men to come to the aid of their country. The quick brown fox jumped over the moon. How much wood could a wood chuck chuck if a wood chuck could chuck wood?

ALIGNMENT

- Centered type (except in small amounts) generally impedes legibility.

Justified type results in irregular spacing between words, or between words and letters. It also results in “rivers” of white space. Both impede legibility. Newspapers historically only justify type for reasons of tradition and visual real estate (\$ per inch). Try writing your thesis this way and see how far you get.

This is because most of us (Western cultures) are trained to read left to right, and because the shape created on the left side becomes a figure or shape that competes for attention (figure/ground). The shape of the paragraph itself dominates, impeding legibility.

LINELLENGTH

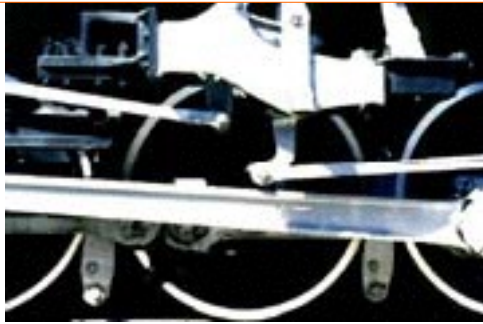
- For text, the optimum line length is 55 – 75 characters per line (counting spaces).

These three sample text blocks displayed in 12 pt. Times show a line length of ~25 characters wide, ~65 characters wide and ~104 characters wide.

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MARGINS (NOTE ALSO THE GRIDDING)



ALWAYS provide a margin - lack of margins interferes with readability and legibility



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Here is a some flush-left text that does not have a margin on the right side. Not right.

Here is a some flush-left text that does have a margin on the right. Much better!

Images from <http://www.geocities.com/Paris/Louvre/1680/bw.html>

EXAMPLE

Which do you prefer?

CRAFTS AND GAMES
ARTS FESTIVAL
OF WINTER PARK

SEPTEMBER 19-24

COME AND ENJOY



Crafts and Games
**Arts Festival
Of Winter Park**

September 19-24

Come and Enjoy!



WHY IS THE RIGHT EXAMPLE MORE PLEASING?

- Grid
- Mixes upper and lower case
- Picture too close to lower-left corner
- Date stands out more
- Font is sans serif