

Typography

1.01 Investigate typefaces and fonts.

Desktop Publishing

- Involves using a desktop computer and publishing software to create documents for publication.
- This means creating documents, or publications, which will be printed and distributed or printed for display.
- Some examples of Desktop publications include:
 - Flyers
 - Newsletters
 - Magazine and Newspaper Articles
 - Advertisements
 - Proposals
 - Brochures
 - Business Correspondence
 - Letterhead
 - Business cards
 - Envelopes

The Target Audience

- Publications are created to convey a message to the intended audience, called the target audience.
- The target audience will determine the:
 - Language used.
 - Typefaces used.
 - Colors used.
 - Graphics used.

Typography

- Many publications will contain a large amount of text to deliver the message.
- It is important to understand a few basic guidelines for working with text and typography.
- Typography refers to the style and arrangement or appearance of text.

Typefaces, Fonts, and Font Families

abcdefghijklmnpqrstuvwxyz

- **A typeface** is the basic design of a character.
- Each typeface has a design for each letter of the alphabet, numbers, punctuation symbols and may contain other symbols.
- Example:
Arial ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+~?,:;'
- [Click here for more examples of typefaces.](#)

Typeface Categories

- Typefaces can be divided into four main categories.
 - Serif
 - Sans Serif
 - Script
 - Decorative or Ornamental

Serif Typefaces

- Have attributes or strokes at the tips of the letters called serifs.
- Examples:
 - Bodo*n*i
 - Cour*i*er
 - Goudy
 - Times New Roman
- Used for body text in printed publications.
 - Business correspondence
 - Book text
 - Magazine article text
 - Newspaper text
- Recommended sizes for body text are 10 to 12 points.



Sans Serif Typefaces

There are no attributes (serifs) at the tips of the letters.

- Examples:
 - Arial
 - Gill Sans
 - Berlin Sans
 - Verdana
- Used for very large or very small text and for digital display.
 - Web pages
 - On-screen display
 - Headings
 - Tables
 - Captions
 - Headlines



Ornamental or Decorative Typefaces

- Designed strictly to catch the eye
 - Should be used sparingly.
 - Can be hard to read.
- Examples
 - Chiller
 - Ercadway
 - Webdings
 - ENGRAVERS MT
- Used for decoration.
 - Headlines on flyers or advertisements.
 - Webdings can be used for symbols in logos.

Script Typefaces

- Appear to have been written by hand with a calligraphy pen or brush
 - Should never be used to key in all caps.
- Example
 - *French Script*
- Uses
 - Formal Invitations
 - Place cards
 - Poetry
 - Announcements

Fonts

- It's easier to understand fonts if you begin with the original definition of a font.
- Before desktop publishing, people called 'typesetters' set the type by hand using moveable type.
- Each character was a separate block of metal.
- The letters were "set" on the layout to form the text.
- Each typeface had a complete set of metal characters for each size, weight, etc.
- [Click here for an image on Wikipedia](#)

Fonts Continued

- Each different size or weight required a completely separate set of metal characters.
- Each metal set of characters was kept in its own drawer and was called a type font.
- So a font is the specific size, weight and style applied to a typeface.
- Examples: **Arial, bold, 12 point**
Arial, italic, 14 point
Arial, 10 point

Font Style

- The font style refers to the slant, weight and special effects applied to the text.
- Examples:
 - **Bold**
 - *Italic*
 - Underline
 - Shadow
 - Outline
 - Small Caps

Font Families

- A font family is the different sizes, weights and variations of a typeface.
- Examples: Arial
 - Arial Black**
 - Arial Narrow
 - Arial Rounded MT Bold**

Typeface Spacing

- Monospace
- Proportional
- Leading
- Kerning
- Tracking

Monospaced Typefaces

- Each letter takes up the same amount of space regardless of the letter size.
- Advantages
 - Easier to see thin punctuation marks.
 - Similar characters look more different.
 - If limited to a certain number of characters per line, each line will look alike.
- Used often in computer programming and biology

`Courier is monospaced`

Proportional Typefaces

- Proportional
 - The amount of space each character takes up is adjusted to the width of that character.
 - Therefore, an *i* is not as wide as an *m* and receives less space.
- Advantages
 - Does not take up as much space as monospaced typefaces.
 - Easier to read.
- Used in most documents and publications.

Times New Roman is proportional

Leading

- The vertical spacing between lines of text.
- Pronounced “led-ding.”
- In most software programs, it is referred to as line spacing.
- In Desktop Publishing, it is still referred to as leading because typesetters used long pieces of lead between the moveable type to create blank lines between the text.

Leading Continued

- If there were no space between the lines of text, the letters would touch the lines above and below them and would be extremely difficult to read.
- Used to:
 - Slightly increase or decrease the length of a column of text so that it is even with an adjacent column.
 - To make a block of text fit in a space that is larger or smaller than the text block.

Kerning

- Horizontal spacing between **pairs** of letters
- Used to add or subtract space between pairs of **letters** to create a more visually appealing and readable text.
- BOOK – before kerning.

BOOK – after kerning the O's.

Tracking

- Horizontal spacing between **all** of characters in a large block of text.
- Makes a block of text seem more open or more dense.
- Examples

Tight Tracking
Tracking is used in desktop publishing documents to adjust the spacing between characters in large blocks of text.

Normal
Tracking is used in desktop publishing documents to adjust the spacing between characters in large blocks of text.

Loose Tracking
Tracking is used in desktop publishing documents to adjust the spacing between characters in large blocks of text.

Very Loose Tracking
Tracking is used in desktop publishing documents to adjust the spacing between characters in large blocks of text.

Tracking Continued

- Makes a block of text more open and airy or more dense.
- Used to expand or contract a block of text for the purpose of aligning two columns.