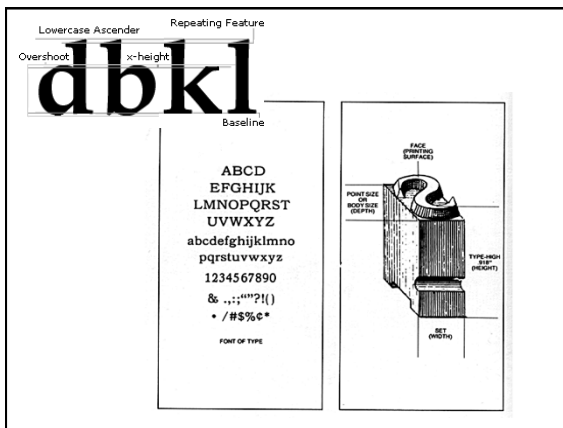


## On Typography

- The study of Type
- Type facilitates
  - Communication
  - Information Design
- Choosing the right type can have profound impact on the design



## History of Type Styles

- **Classical/Old Style (Bookman):** 1450-1700
  - Type sets based on handwriting/calligraphy styles
- **Transitional (Baskerville):** 1700-1800
  - Greater contrast between thick and thin strokes
  - Increased type delicacy required improved letterpresses
- **Modern (Big Caslon):** 1800-1900
  - Sharp contrast between thick and thin strokes
  - Hairline thin serifs
- **Bauhaus (Bauhaus 93):** 1900-1960
  - Geometrically designed sans serifs
- **Contemporary (Trebuchet):** 1960-Present
  - Development of fonts specific to purpose or medium (eg Adobe Postscript fonts)

## Modern Typography

- Gutenberg's Press
- Photo typesetting
- Bauhaus type movement
- Computer-enhanced
  - Bitmapped fonts
  - Postscript fonts
  - Screen fonts
    - TrueType
    - ClearType

## Readability vs. Legibility

- Ease of reading is called Readability
- The ability to recognize letters is legibility
- Readability measures ease of reading
- Issues affecting them:
  - Font Size
  - Font Style
  - Leading
  - Tracking/Kerning
  - Proportions
  - Alignment
  - Word Spacing
  - Line length



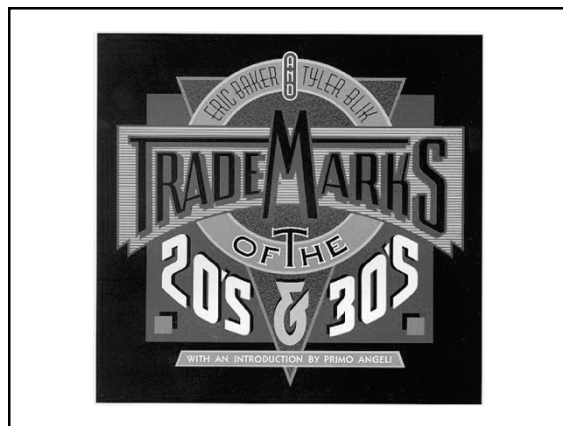
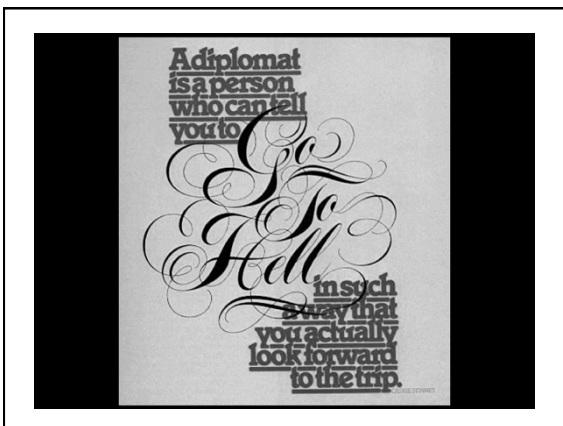
## Use of Type

Good type is often overlooked  
Bad type is noticed by all

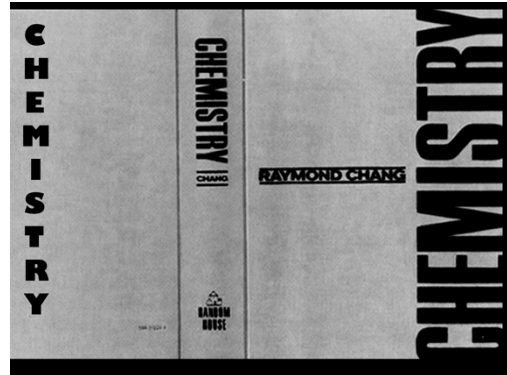
- Traditional setting
  - Serif font
  - 120% leading
  - Full use of page, equal margins
  - Large to small data hierarchy
- Modern setting
  - Sans-Serif font
  - Lots of white space
  - Creative use of letters
  - Stretching the bounds of type

## Creative Use of Type

- Letters are (also) graphics
- Words are (also) images
- Consider variation in
  - Direction
  - Contrast
  - Form (capital vs lowercase)
  - Edges of screen/paper



experimenting with the line



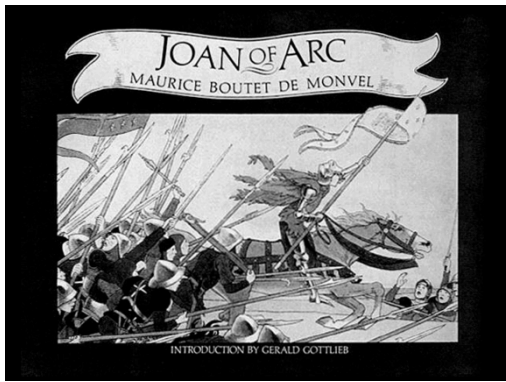
experimenting with the Line length

SOCIETY OF PUBLICATION DESIGNERS



CALL

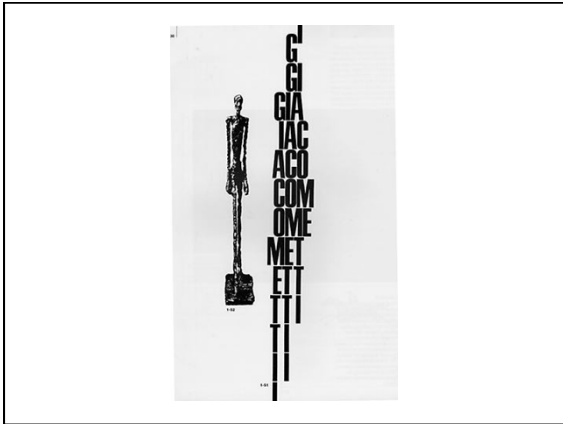
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# word as image










experiment,  
familiarize yourself with the tools

**BUT remember...**  
just because you CAN do something...  
...doesn't mean you SHOULD

**Matching text and image**

-  icon  
1-11
-  index  
1-12
- bird** symbol  
1-13
-  metasympol  
1-14

