

Week 1

What is typography?

↳ The process of Composing type + printing from it
Selection and planning of type

- The Shaping of written into
- determines text structure + fine details

- is it usable?
- is it readable?
- is it legible? } **important!**

- 95% of Content is written language → 95% of designers job is typography

- Johannes Gutenberg Created the first movable type
↳ individual letters could be created and moved around
- Mass production of literature became possible
- books used to be hand written or hand engraved

- Buy Robert Bringhurst's typography textbook

Week 2

- The rules that dictate typography are objective descriptions on how a person sees a form

Proximity: grouping information

↳ The eye likes order, but it also likes things that are interesting

- watch out for internal spacings of text. Too far apart = harder to read

Similarity: grouping by colour, font, size etc

80% difference between text and paper !! Select paper stock

(AoDA = Accessible ontario disabilities act
↳ make sure to follow guidelines

- legibility is the ability to read the font

- The letters need to form the words to make it legible → its in the letter forms themselves
↳ **Compare !!**

- Readability is the ability to read the type-face in a **setting**

why is all caps less readable? →

Serif + Sans-Serif can both be good for reading, however it depends on the setting

- Type that is too small/large is hard to read → Think about your application!!
↳ it's the same for the weight of the type (medium weight is best)
- upper caps??

Childrens books in all caps (they are learning their letters) → Some letters can get confused

- bolder ≠ better readability

Leading: The measurement from baseline from one line to the other

- Take into consideration the x height, ascenders, descenders

Hi there How are you
all doing? ↓ baselines

Tracking: Spacing between letterforms and words

ice profiles?

- colour profiles based on device

- Check to see if the letters are smashing together

Kerning: Spacing in between individual letters

- vertical letters like H and L need more space

- ↳ Curved letters next to vertical need less space

- Curved letters can overlap into the white space above/below the stem of a character

- Sometimes kerning can overlap to increase letterform size. (ligatures)

Alignments: How a line of text relates to the edges of a column

Flush right: ok for captions and notes

Flush left: more common for paragraphs

Align-center: Small amounts of text (keep watch of gross shape building on the right)

- Try not to have large gaps in a paragraph

indents: never indent the first paragraph!!

- either space or indent second paragraph → never both!!
- ↳ use the tab button but remember to set the em's

widows: A line by itself on the previous column

orphans: A line by itself on the following column

never stack type underneath each other

Divva!

Set Hamburger-Fontsiu ☐

do kerning exercise ☐

Hamburgesiv

Ascender line

X Height

Mean Line

Baseline

Descender line

The diagram shows the construction of the uppercase letter 'H' on a set of four horizontal lines: Ascender line, X Height, Mean Line, Baseline, and Descender line. The first 'H' is shown with three numbered red arrows indicating the stroke order: 1. A vertical line down from the Mean Line to the Baseline. 2. A horizontal line from the left vertical line to the right vertical line at the Mean Line level. 3. A vertical line down from the Mean Line to the Baseline. This is followed by five more 'H's of varying widths and slants.

Ascender line

X Height

Mean Line

Baseline

Descender line

The diagram shows the construction of the uppercase letter 'Q' on a set of four horizontal lines: Ascender line, X Height, Mean Line, Baseline, and Descender line. The first 'Q' is shown with three numbered red arrows indicating the stroke order: 1. A counter-clockwise curve starting from the Baseline, going up to the X Height line, then down to the Baseline. 2. A short horizontal line at the top of the curve. 3. A vertical line down from the top of the curve to the Baseline. This is followed by five more 'Q's of varying widths and slants.

Ascender line

X Height

Mean Line

Baseline

Descender line

The diagram shows the construction of the lowercase letter 'a' on a set of four horizontal lines: Ascender line, X Height, Mean Line, Baseline, and Descender line. The first 'a' is shown with three numbered red arrows indicating the stroke order: 1. A counter-clockwise curve starting from the Baseline, going up to the X Height line, then down to the Baseline. 2. A short horizontal line at the top of the curve. 3. A vertical line down from the top of the curve to the Baseline. This is followed by five more 'a's of varying widths and slants.

Ascender line

X Height

Mean Line

Baseline

Descender line

The diagram shows the construction of the uppercase letter 'm' on a set of four horizontal lines: Ascender line, X Height, Mean Line, Baseline, and Descender line. The first 'm' is shown with three numbered red arrows indicating the stroke order: 1. A vertical line down from the Mean Line to the Baseline. 2. A curve starting from the top of the first vertical line, going up to the X Height line, then down to the Baseline. 3. A vertical line down from the X Height line to the Baseline. This is followed by four more 'm's of varying widths and slants.

Ascender line

X Height

Mean Line

Baseline

Descender line

The diagram shows the construction of the lowercase letter 'b' on a set of four horizontal lines: Ascender line, X Height, Mean Line, Baseline, and Descender line. The first 'b' is shown with three numbered red arrows indicating the stroke order: 1. A vertical line down from the Mean Line to the Baseline. 2. A curve starting from the top of the first vertical line, going up to the X Height line, then down to the Baseline. 3. A vertical line down from the X Height line to the Baseline. This is followed by five more 'b's of varying widths and slants.

Hamburgefontsv

Ascender line

X Height

Mean Line

Baseline

Descender line

This block shows the construction of the uppercase letter 'U'. On the left, a diagram illustrates the stroke order: 1. A vertical line down from the Mean Line to the Baseline. 2. A curve starting from the bottom of the vertical line, moving right and then up to meet the Mean Line. This is followed by six examples of the letter 'U' in the Hamburgefontsv style, all contained within the X Height range between the Mean Line and the Baseline.

Ascender line

X Height

Mean Line

Baseline

Descender line

This block shows the construction of the uppercase letter 'R'. The diagram on the left shows: 1. A vertical line down from the Mean Line to the Baseline. 2. A curve starting from the bottom of the vertical line, moving right and then up to meet the X Height line. This is followed by seven examples of the letter 'R' in the Hamburgefontsv style, all contained within the X Height range between the Mean Line and the Baseline.

Ascender line

X Height

Mean Line

Baseline

Descender line

This block shows the construction of the lowercase letter 'g'. The diagram on the left shows: 1. A curve starting from the Baseline, moving right and then up to meet the Mean Line. 2. A vertical line down from the top of the curve to the Descender line. 3. A curve starting from the bottom of the vertical line, moving right and then up to meet the Mean Line. This is followed by six examples of the letter 'g' in the Hamburgefontsv style, all contained within the X Height range between the Mean Line and the Baseline.

Ascender line

X Height

Mean Line

Baseline

Descender line

This block shows the construction of the lowercase letter 'g'. The diagram on the left shows: 1. A curve starting from the Baseline, moving right and then up to meet the Mean Line. 2. A vertical line down from the top of the curve to the Descender line. 3. A curve starting from the bottom of the vertical line, moving right and then up to meet the Mean Line. This is followed by five examples of the letter 'g' in the Hamburgefontsv style, all contained within the X Height range between the Mean Line and the Baseline.

Ascender line

X Height

Mean Line

Baseline

Descender line

This block shows the construction of the lowercase letter 'e'. The diagram on the left shows: 1. A curve starting from the Baseline, moving right and then up to meet the Mean Line. 2. A curve starting from the top of the curve, moving right and then down to meet the Baseline. This is followed by six examples of the letter 'e' in the Hamburgefontsv style, all contained within the X Height range between the Mean Line and the Baseline.

Hamburgetfontsi

Ascender line
X Height
Mean Line
Baseline
Descender line

A row of six lowercase 'f' characters on a four-line grid. The first 'f' is annotated with red arrows and numbers: 1 for the vertical stem, 2 for the top curve, and 3 for the horizontal crossbar.

Ascender line
X Height
Mean Line
Baseline
Descender line

A row of six lowercase 'o' characters on a four-line grid. The first 'o' is annotated with red arrows and numbers: 1 for the counter-clockwise curve and 2 for the clockwise curve.

Ascender line
X Height
Mean Line
Baseline
Descender line

A row of seven lowercase 'n' characters on a four-line grid. The first 'n' is annotated with red arrows and numbers: 1 for the vertical stem and 2 for the rightward curve.

Ascender line
X Height
Mean Line
Baseline
Descender line

A row of four lowercase 't' characters on a four-line grid. The first 't' is annotated with red arrows and numbers: 1 for the vertical stem and 2 for the horizontal crossbar.

Ascender line
X Height
Mean Line
Baseline
Descender line

A row of six lowercase 's' characters on a four-line grid. The first 's' is annotated with red arrows and numbers: 1 for the counter-clockwise curve and 2 for the clockwise curve.

Letterform Construction Worksheet

Hamburgetfontsi

Ascender line

X Height

Mean Line

Baseline

Descender line

This diagram illustrates the construction of the letter 'i' on a set of four horizontal guidelines: Ascender line, X Height, Mean Line, and Baseline. The letter is formed by two strokes: a vertical stem (stroke 1) and a dot (stroke 2). The stem starts at the Baseline and extends to the X Height line. The dot is positioned between the X Height and Mean Line. The diagram shows a sequence of 'i' characters with varying slants and thicknesses, demonstrating the font's style.

Ascender line

X Height

Mean Line

Baseline

Descender line

This diagram illustrates the construction of the letter 'v' on a set of four horizontal guidelines: Ascender line, X Height, Mean Line, and Baseline. The letter is formed by two strokes: a diagonal stem (stroke 1) and a diagonal stem (stroke 2). The stem starts at the Baseline and extends to the X Height line. The diagram shows a sequence of 'v' characters with varying slants and thicknesses, demonstrating the font's style.

Ascender line

X Height

Mean Line

Baseline

Descender line

This is a blank construction grid for the letter 'i'. It features the same four horizontal guidelines: Ascender line, X Height, Mean Line, and Baseline. The grid is intended for practicing the construction of the letter 'i'.

Ascender line

X Height

Mean Line

Baseline

Descender line

This is a blank construction grid for the letter 'v'. It features the same four horizontal guidelines: Ascender line, X Height, Mean Line, and Baseline. The grid is intended for practicing the construction of the letter 'v'.

Ascender line

X Height

Mean Line

Baseline

Descender line

This is a blank construction grid for the letter 'i'. It features the same four horizontal guidelines: Ascender line, X Height, Mean Line, and Baseline. The grid is intended for practicing the construction of the letter 'i'.

Letterform Construction Worksheet

Hamburgesfont

Ascender line

X Height

Mean Line

Baseline

Descender line



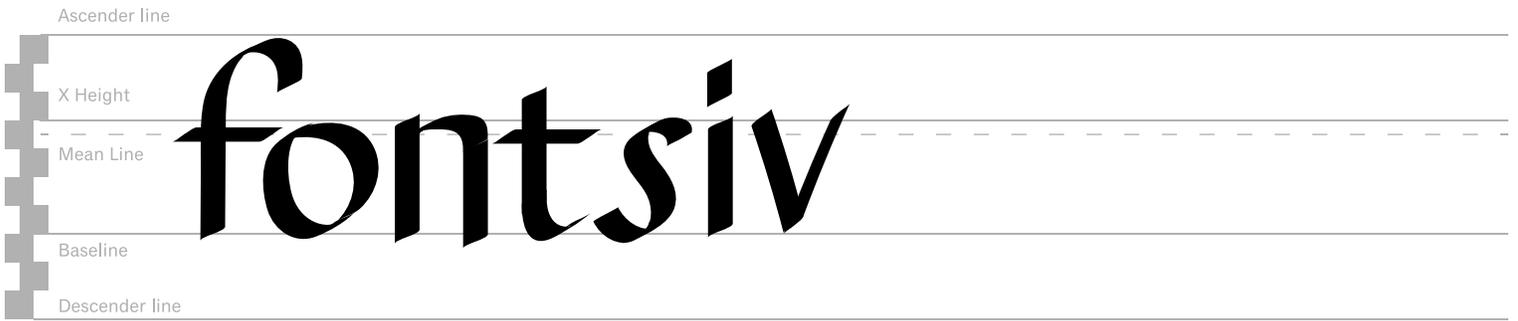
Ascender line

X Height

Mean Line

Baseline

Descender line



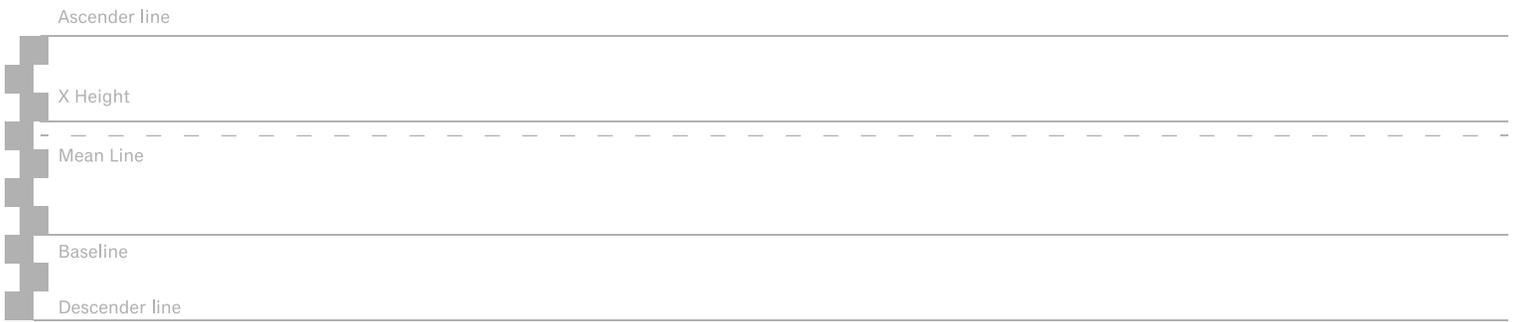
Ascender line

X Height

Mean Line

Baseline

Descender line



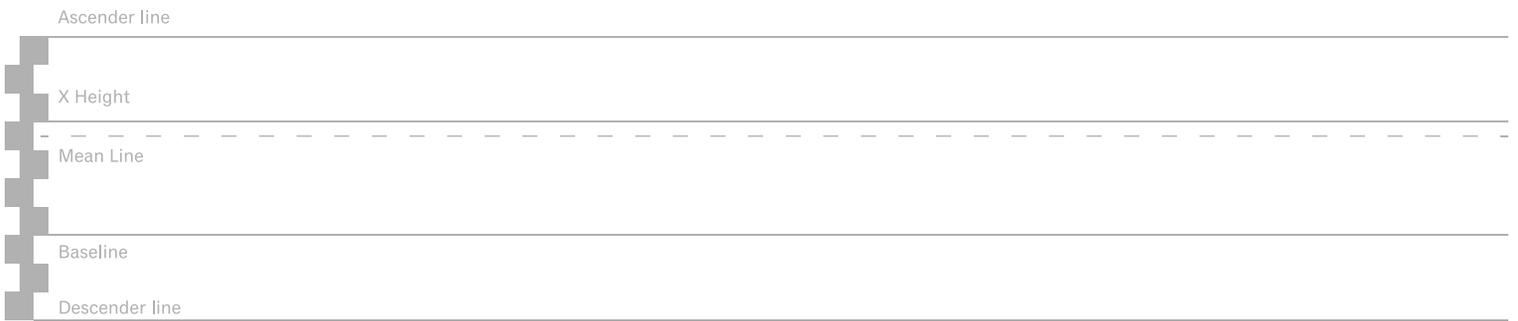
Ascender line

X Height

Mean Line

Baseline

Descender line



Ascender line

X Height

Mean Line

Baseline

Descender line

