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!!

- Readibility is the ability to read the type face in a setting

why is all caps less readible? →

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!!
  - its 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 readibility

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

icc 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 or 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 te em's

widows: A line by itself on the previous column
orphans: A line by itself on the following column

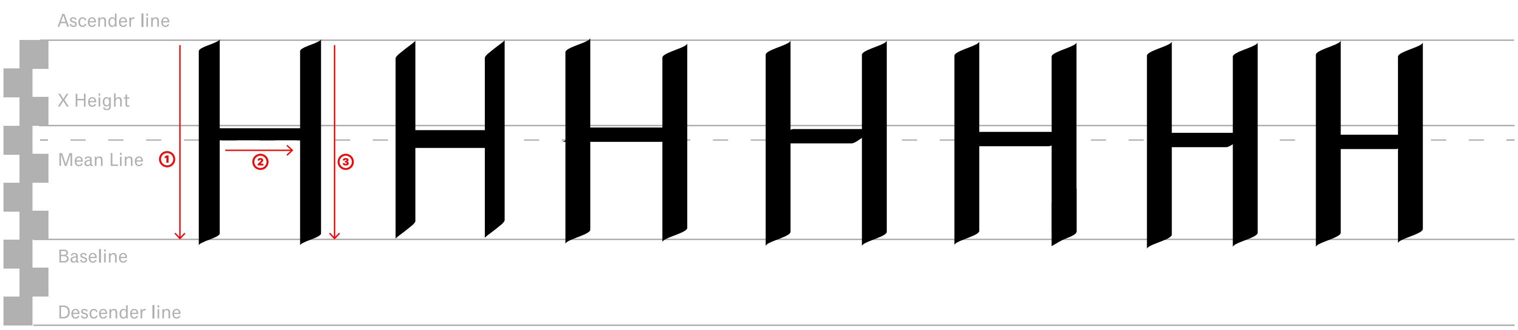
Diva!

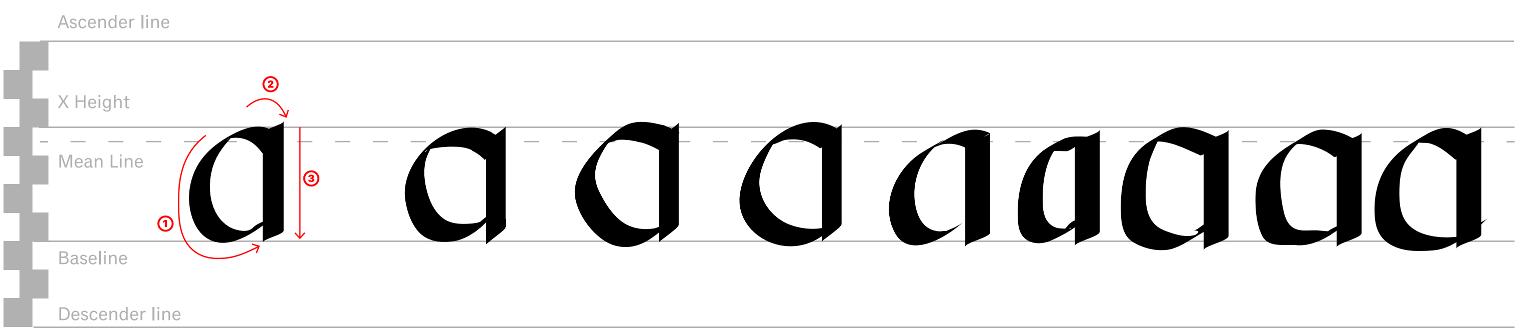
never stack type underneath eachother

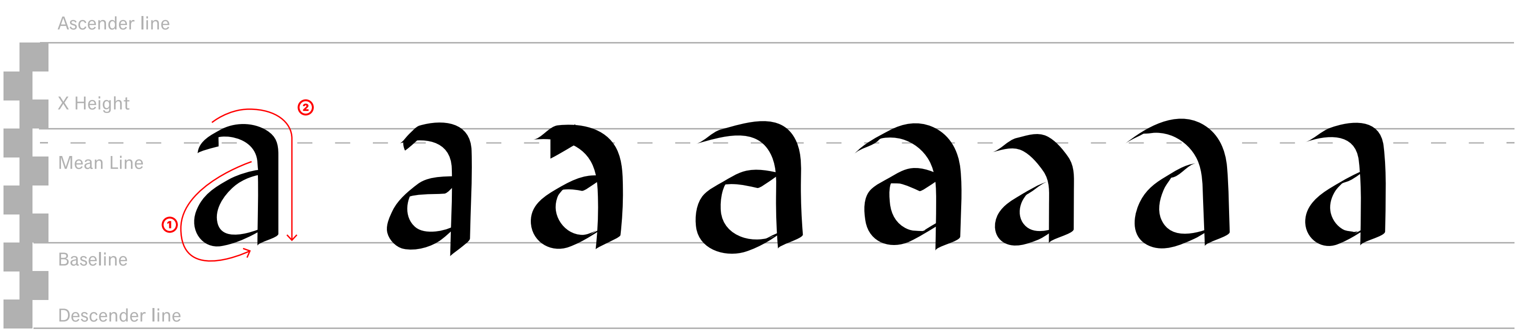
Set Hamburgerfontsiu
do kerning exercise

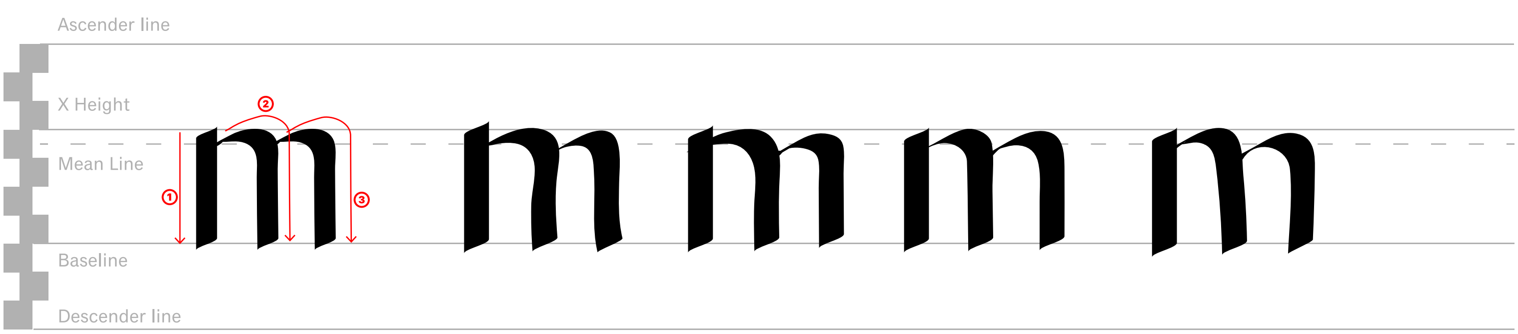
Letterform Construction Worksheet

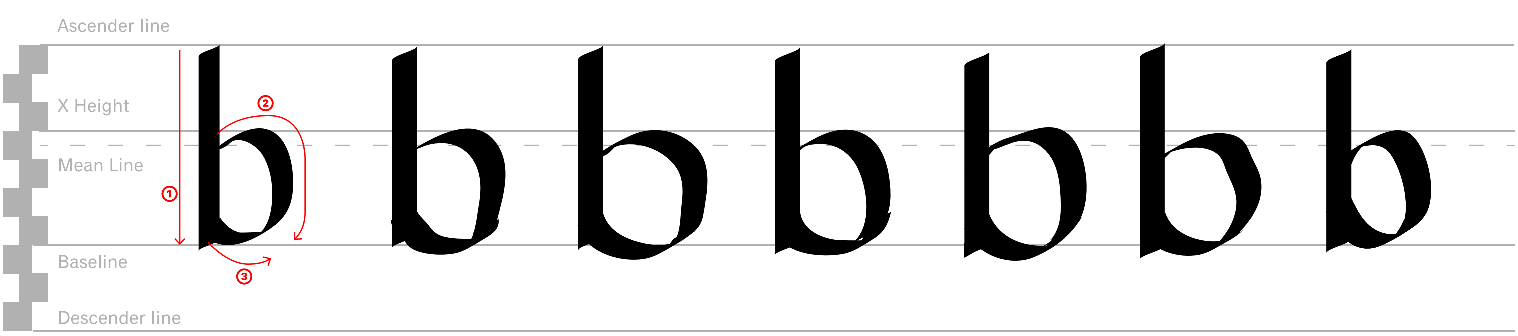
Hamburgefontsiv











Letterform Construction Worksheet

Hamburgefontsiv

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

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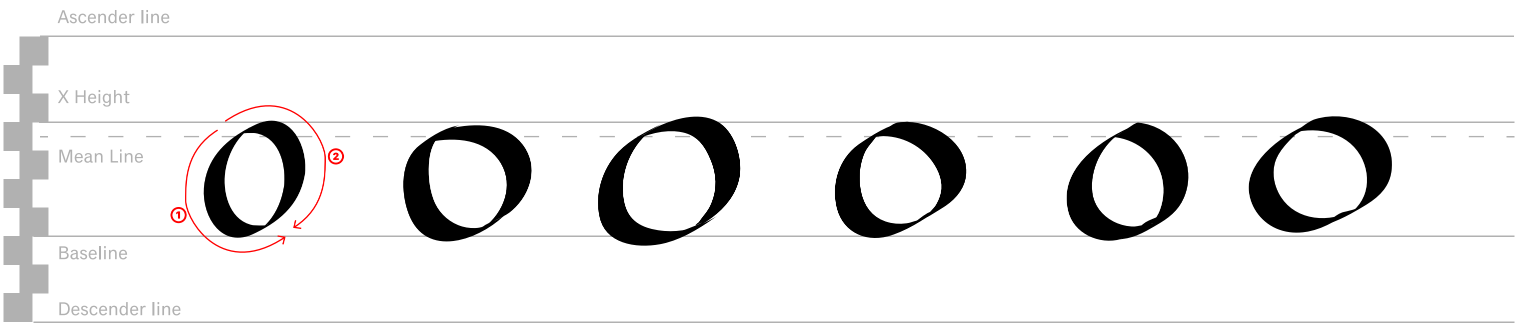

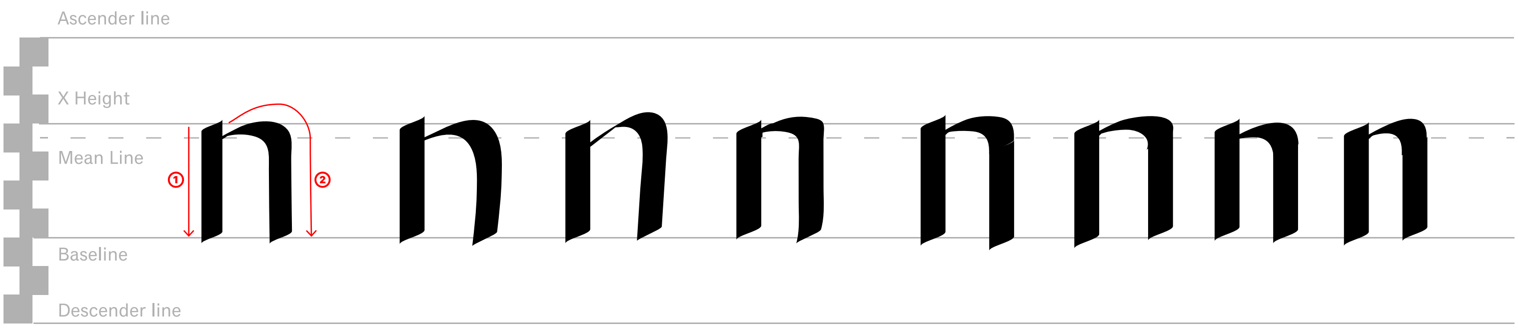

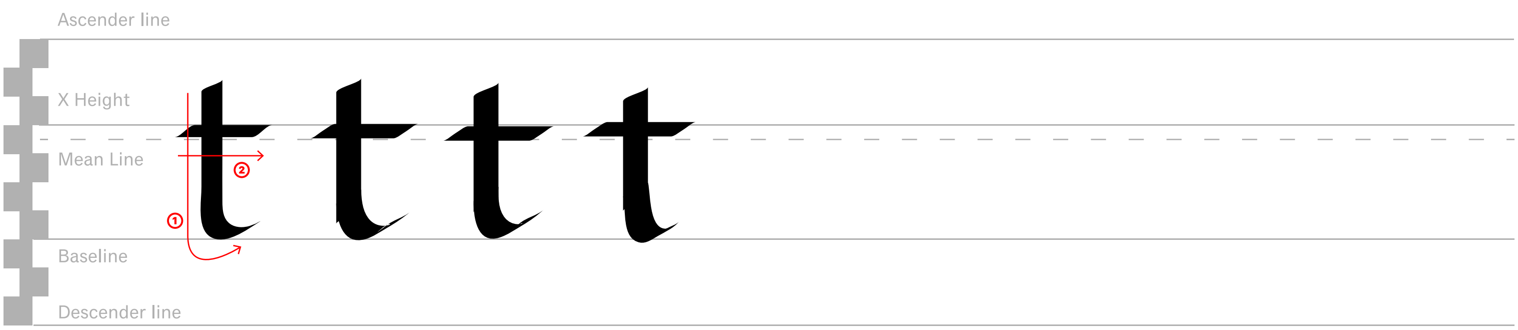

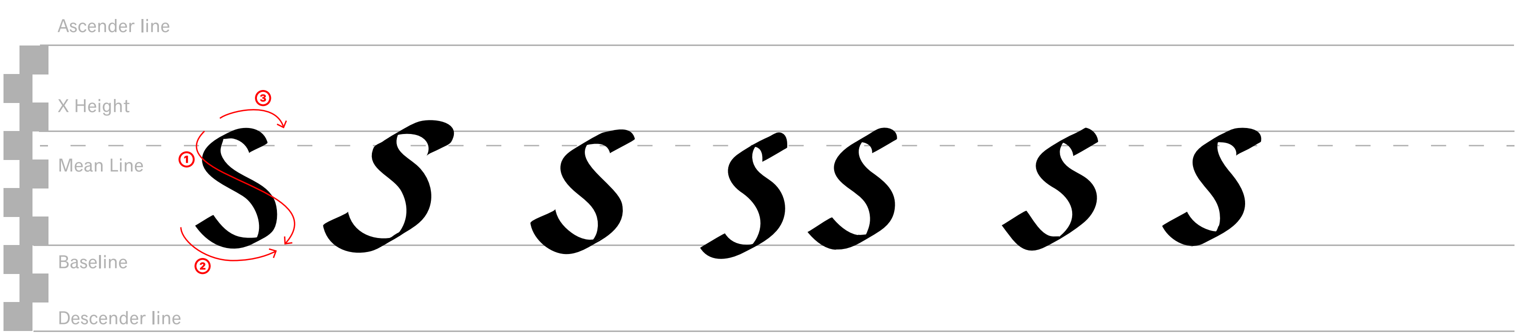

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X Height

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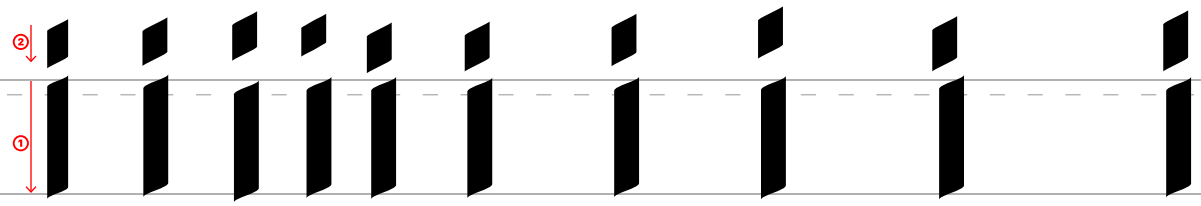
Descender line



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