

# A Few Pts. on Typography

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## INTRODUCTION

Typography is the art of printing with and study of type. Type is often taken for granted but is a very profound and influential element of communication. It is a major area of study within the discipline of Graphic Design.

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## SERIF TYPEFACES

**S**erif fonts have small projections called serifs. Adjectives for serif typefaces are historical, classical, traditional, and conservative. They are often noted for their readability in print, because their characters' unique shapes are said to be more identifiable. Most novels are printed in a serif typeface.

### COMMON SERIF TYPEFACES

Times  
Times New Roman  
Baskerville  
Garamond  
Bodoni  
Caslon

### COMMON APPLICATIONS

Newspaper flags  
Term papers  
Large blocks of copy in publications such as brochures, magazines, newspapers and books

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## SAN-SERIF TYPEFACES

**S**an is French for "without." These typefaces do not have the small projections that serif typefaces have. A few adjectives for san-serif typefaces are modern, technical, clean, sophisticated, simple and geometric. They are often noted for their clean, modern look and readability on electronic displays.

### COMMON SAN-SERIF TYPEFACES

Helvetica  
Futura  
Century Gothic  
Gill Sans

### COMMON APPLICATIONS

Headlines  
Web page copy  
Technical illustrations  
Instructions  
Nutrition facts

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## HANDWRITTEN / SCRIPT TYPEFACES

A few adjectives are historical, calligraphic and sentimental. They are associated with formal events and the past. They are often hard to read and should be used with caution and restraint.

### EXAMPLES OF SCRIPT TYPEFACES

*Mistral*  
*Zapfino*  
**Marker Felt**

### COMMON APPLICATIONS

Formal Invitations  
Historical subject matter  
Graphical representation of handwritten letters

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## DECORATIVE TYPEFACES

A few adjectives are pictorial, fun, kitschy, metaphorical and thematic. Temptation to use these typefaces other than only when it is most appropriate should be repressed. They can often look amateur and unprofessional.

### SOME DECORATIVE TYPEFACES

*Giddyup*

**Gloofun**

**GREEN FUZ**

School house

### COMMON APPLICATIONS

Posters

Book covers

Product labels

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## TYPEFACE FAMILIES

Variations of a typeface that come from the same foundation, separated by boldness, italics, and width.

### FUTURA FAMILY

Futura Light Condensed

Futura Medium Condensed

**Futura Bold Condensed**

Futura Book

**Futura Bold**

### ADOBE GARMOND PRO FAMILY

Adobe Garmond Pro Regular

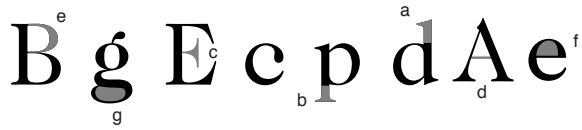
*Adobe Garmond Pro Italic*

Adobe Garmond Pro Semibold

**Adobe Garmond Pro Bold**

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## PARTS OF A TYPEFACE



**a. Ascender** Part of lower case letter that extends above the x height (b, d, f, h, k, l, t)

**b. Descender** Part of lower case letter that extends below the baseline (p, j, y, g, q)

**c. Arm** Horizontal stroke that is free on one end (E)

**d. Bar** Horizontal stroke in (A, H, e, f)

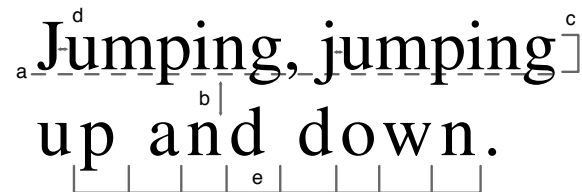
**e. Bowl** Curved area that creates an enclosure (B, D)

**f. Counter** Partially or fully enclosed area (e, b, B, D, d)

**g. Loop** The lower loop of the lower case g.

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## SOME TYPOGRAPHIC TERMS



**a. Baseline** The invisible line in which the base of a typeface's letters sit. The descenders extend past the baseline.

**b. Leading** The space in between the lines of a paragraph

**c. x-Height** Refers to the average height of lowercase letters in a typeface. Typically, this is the height of the typeface's letter x.

**d. Kerning** Space in between letter pairs, it is different depending on the character and the characters beside it

**e. Tracking** Adjustable space in-between characters in a pair, word or sentence

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## A FEW RULES OF THUMB

Rarely center align paragraphs.

Only use two or three (max) different typefaces for one project.

Do not squash or shear characters of a typeface. Always scale them proportionately.

Do not tilt a typeface to mimic italics, only use the italic version. If not available use another font.

Keep an eye out for **widows**: single or few words on the last line of a paragraph or the last line of a paragraph starting a new page. ←

Keep an eye out for **orphans**: the first ←

line of a paragraph that is left on its own at the bottom of a page.

Always spell check, check the grammar, proof and have proofed. Before sending it to press, get it approved with signature by managers, directors, colleagues, clients, etc.

Do not use carriage returns to space paragraphs. Use the paragraph controls available.

Use the smart quote marks (“I’m neat-o”) and apostrophes (Jon’s) not the inches or feet marks (1' 2").

If you plan on designing any publications, consider using picas and points instead of inches.

Avoid the most common typefaces such as Times New Roman or Arial.