## **Typography**

"Typography is to writing as soundtracks are to movies."

Hoefler typeface designer

# ARCHECUÉE

### Cultural Perspective

- Pre-Gutenberg (before 1456)
  - Words and images were equal partners in communication

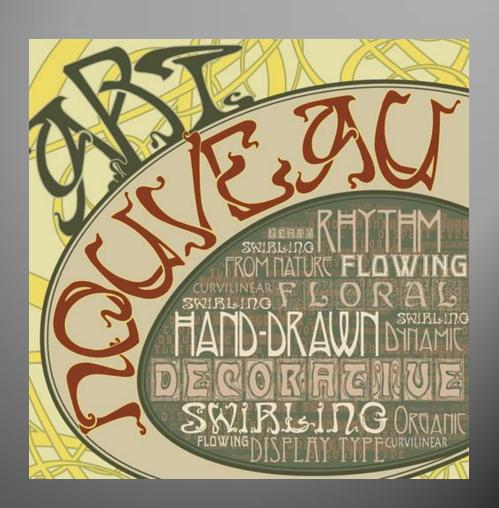




- Gutenberg (1456– 1760)
  - The influence of the printed word – images as afterthoughts



- Artistic (1891– 1983)
  - Characterized by Art Nouveau decorative style and later artistic movements in the 20thcentury

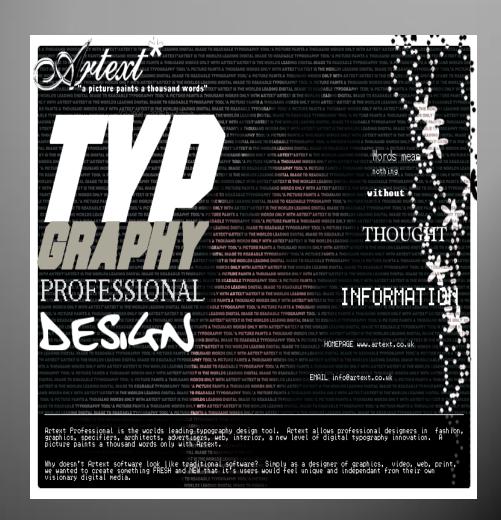


- Digital (1984present
  - Characterized by technological tools and creation of typefaces based on computer software



## Design & Typography

- Type works as a design element of composition
- Hierarchy/Dominance
- Unity
- Variety
- Balance
- Proportion



## Hierarchy/Dominance

- The most important part of the verbal content is given the most prominence.
- Depending on the vehicle, the verbal content receiving the most prominence could be a headline, title, compelling sentence, word, phrase, etc.
  - Color & Size



#### Unity

- Consistent use of typography is also a critical aspect
- The best way to accomplish a consistent look is to limit the number of typefaces used in the design.
- A good rule of thumb is to use a maximum of two or three typefaces per design.
- Designs that use a large number of jumbled fonts are difficult to read and detract from a site's sense of unity.



# variety

- Trick to mixing typefaces is to make the difference look obvious and purposeful
- Using opposites typefaces that have different but complementary typeface characteristics



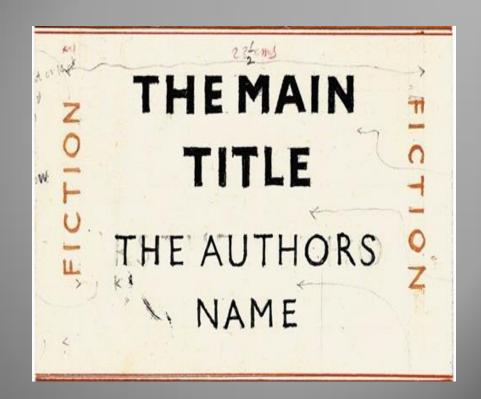
## Variety





#### Balance

- Balance determines the visual distribution of type and how it will appear in relation to the other visual elements
  - Symmetrically
  - Asymmetrically





#### Proportion

- When the proportions of your typography are harmonious, your content will have a natural flow
- the proportions of your typography are imbalanced, the content will seem cluttered and disorganized.





#### Proportion

- proportional typeface contains glyphs of varying widths
- monospaced (nonproportional or fixed-width) typeface uses a single standard width for all glyphs in the font.



a **glyph** is an elemental <u>symbol</u> within an agreed set of symbols, intended to represent a readable character

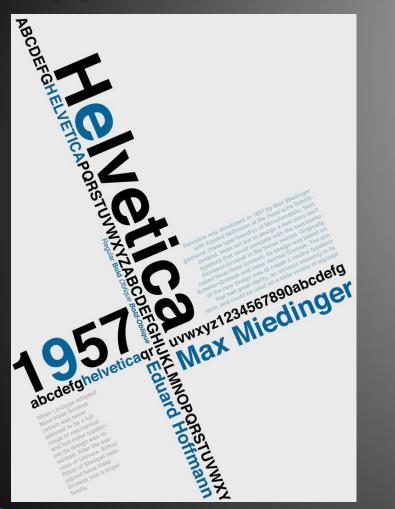
## Type functions as:

- Letter and word forms
  - Line
  - Texture
  - Shape



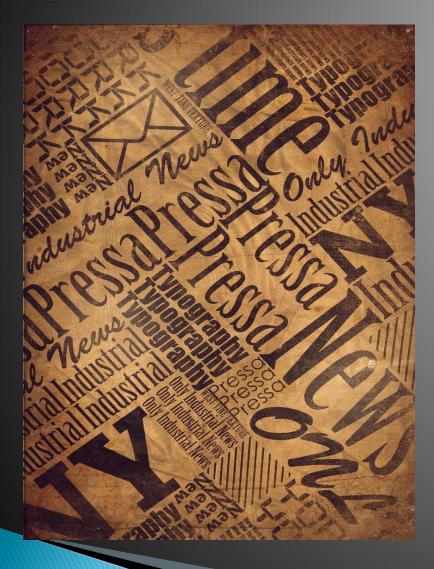
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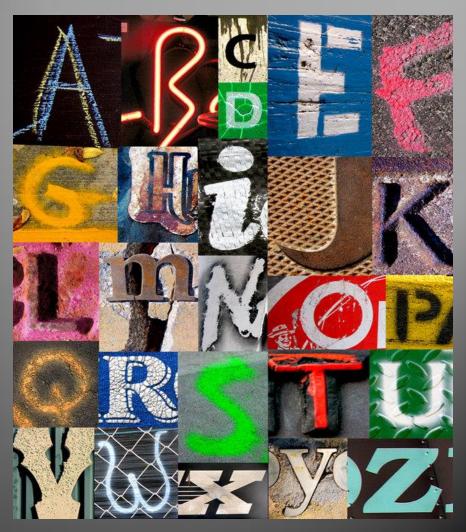
## Type as Line



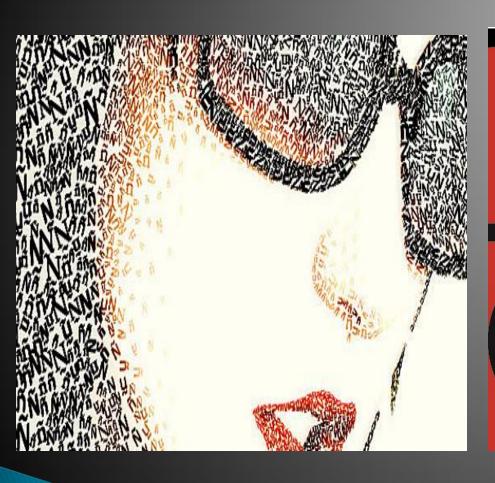


## Type as Texture





## Type as Shape





## Typeface Families & Attributes

- Blackletter
- Roman
- Script
- Serif Sans Serif Square Serif
- MISCELLANEOUS

#### Blackletter

- Black letter, also known as Gothic script or Gothic minuscule, was a script used throughout Western approximately 1150 to 1500.
- It continued to be used for the German language until the 20th century.
  - Fraktur is a notable script of this type, and sometimes the entire group of faces is known as Fraktur. Black letter is sometimes called Old English,



#### Roman

- "roman" type has two principal meanings, both stemming from the stylistic origin of text typefaces from inscriptional capitals used in ancient Rome:
  - one of the major families of traditional <u>typefaces</u> as a <u>synonym</u> for <u>serif</u> or <u>antiqua</u> fonts.

Bembo

Aa Ee Rr
Aa Ee Rr

VESUVIUS

abcdefghijklm nopqrstuvwxyz 0123456789

## Script

- Script typefaces are based upon the varied and often fluid stroke created by handwriting.
- They are organized into highly regular formal types similar to cursive writing and looser, more casual scripts.

Kuenstler Script Aa Ee Rr Aa Ee Rr Charlottenhof abodefghijklm nopgrstuvwxyx 0123456789

#### Serif

- In typography, serifs are semi-structural details on the ends of some of the strokes that make up letters and symbols.
- A typeface that has serifs is called a serif typeface (or seriffed typeface). A typeface without serifs is called sans-serif, from the French sans, meaning "without".





Sans Serif

## Square Serif

- In typography, a slab serif (also called *mechanistic*, square serif or Egyptian) typeface is a type of serif typeface characterized by thick, block-like serifs. Serif terminals may be either blunt and angular (Rockwell), or rounded (Courier).
- Slab serif typefaces generally have no bracket (feature connecting the strokes to the serifs). Some consider slab serifs to be a subset of modern serif typefaces.

Egyptienne Aa Ee Rr Aa Ee Rr Campagne abcdefghijklm nopgrstuvwxyz 0123456789

#### Rockwell

Aa Ee Gg Nn Qq Rr

## TURBINE

abcdefghijklm nopqrstuvwxyz 0123456789

#### Courier

Aa Ee Gg Nn Qq Rr

## Think.

abcdefghijklm nopqrstuvwxyz 01234567890

#### Sans Serif

- In print, sans-serif fonts are more typically used for headlines than for body text.
- The conventional wisdom holds that serifs help guide the eye along the lines in large blocks of text. Sans-serifs, however, have acquired considerable acceptance for body text in <a href="Europe">Europe</a>.

# Helvetical

**ABCDEFGHIJKLMN OPQRSTUVWXYZÀ** <u>ÅÉÎÕabcdefghijklmn</u> opgrstuvwxyzàåéîõ& 1234567890(\$£.,!?)

"I don't think that type should be expressive at all. I can write the word 'dog' with any typeface and it doesn't have to look like a dog. But there are people that [think that] when they write 'dog' it should bark."

 Massimo Vignelli in the documentaty Helvetica.

## **Typeface Attributes**

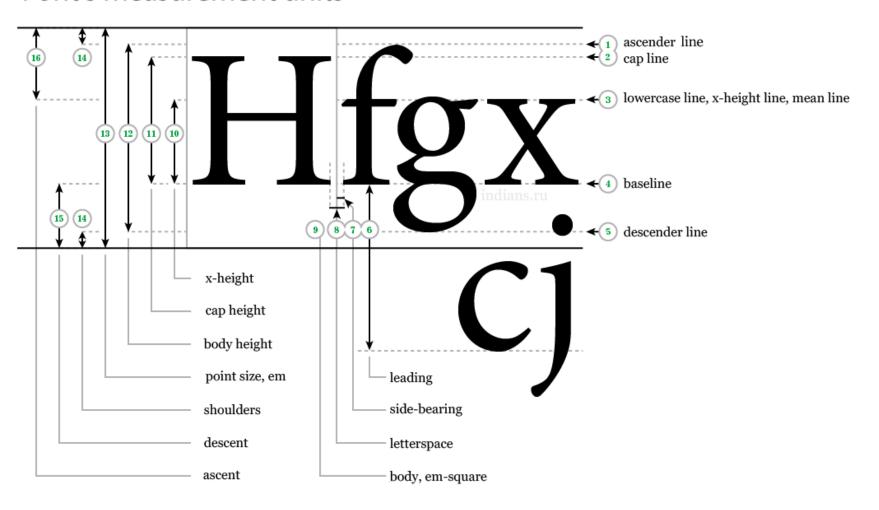
- Size
- Color
- Font
- Text Block size
- Justification
- White space

#### Size

- Type is measured in points (1 point = .0138 inch) printed text blocks are between 9 and 12 points
- Display text appear from 14 points
  - Banner type headlines can be up to 72 points
  - Combining upper and lower case flows better – upper case is useful for short text



#### Font's measurement units



#### Color

- Implies type color and background color black type over white background works best (other combinations are tiring to the eyes)
  - stark contrast is most desired



Contrast in type Lets you Control the Message

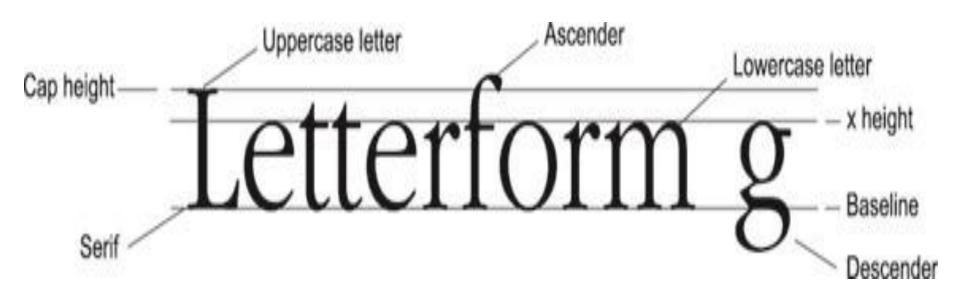
Contrast in type Lets you Control the Message

Contrast in type Lets you Control the Message

#### Font

- Refers to all the letters and symbols within a specific typeface
- Attributes such as plain text, bold, italic are considered part of available fonts

HELVETICA BOLD HELVETICA BLACK **FUTURA HEAVY FUTURA EXTRA BLACK** IMPACT GARAMOND BOLD COOPER BLACK Brush Script **BODEGA SANS** BAUHAUS BALLOON EXTRA BOLD SERIFA BLACK ROCKWELL EXTRA BOLD TREBUCHET BOLD OPTIMA BOLD



bracketed serif — wedge serif splayed stem

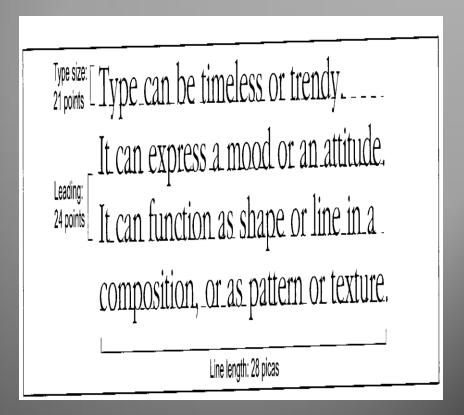
less thick and thin contrast gradual transition, thick to thin

# Transitional

unbracketed serif — horizontal serif straight stem — extreme thick and thin contrast abrupt transition, thick to thin

### Text Block Size

- This refers to line width and column length
  - Measured in picas (1 pica = 12 points) average line width is 24 picas or about 12 words



#### Text Block Size

2 columns are more readablethan 1

#### Lorem Ipsum Dolor Sit

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## Justification

- Text is left, center, or right justified
  - Left is most common but used without variation is formal and rigid
  - Right also called "ragged" is associated with an informal or modern style

## White Space

- Areas not filled with text or graphics
- Space between letters is called <u>kerning</u> variations in kerning can be a design factor – giving a modern look
- The space between 2 columns is termed the <u>alley</u>
- The space between pages is called the gutter

- Nameplate: Most newspapers are identified by their nameplates. When people look at a newspaper, the first thing they see is the nameplate.
- First used in England and then in America, the most popular nameplate is in Old English style.
- Many newspapers today still have this style. Examples of newspapers that use this style include:



- Text: The majority of all body text in newspapers is serif type, with most papers using one of four or five basic faces.
- Research has shown that it takes slightly longer to read sans serif type, and serif type is more visually pleasing to the eye as it has a horizontal flow.



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Nearly Half the City 50,000 Are H

#### WATER SUPPLY FA DYNAMITE IS U

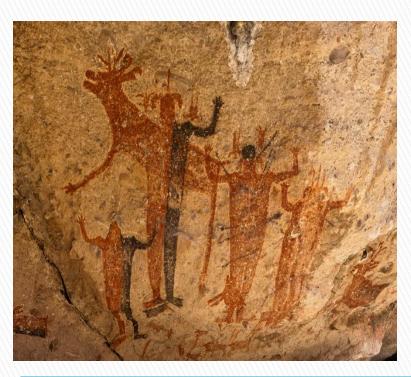
Great Buildings Consumed Before H
Troops and Militia Guard the C
Shoot Down Thieves—Citizens

- Headlines: Headline type is the most dominant typographic element on the page. Headlines should be chosen to reflect the overall personality of the paper. Both serif and sans serif type are used for headlines.
- However, serif faces are seen to be more expressive and less impersonal (Aldrich-Ruenzel 79).
  - "For the best legibility, headlines should have a tight leading to correspond to correct word-and letterspacing" (Aldrich-Ruenzel 80). There should be a little white space on either side of a headline in order to give the page some breathing room.

- Standard: Standard typography is used to announce regular features or daily columns. It aids readers by showing them where certain stories are as they glance through the paper.
- A good choice for standard typography would be a sans serif face to contrast with serif text. Sometimes standard typography is set apart with a different style (bold, italic, caps) or in reverse type (white letters on a dark background).

### Historical Perspective Prior to Printing

#### Drawings



#### Writing



### Drawings

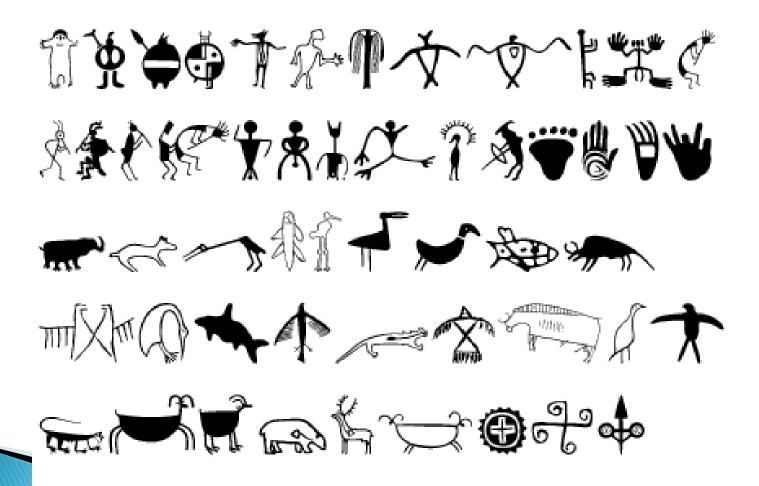
- Drawings represent 2 kinds of visual messages:
- Pictographs pictures that stand for objects
- Ideographs images that represent abstract ideas

### Pictographs & Ideographs



- Problems with iconic representation
  - Lack of standardization
  - Producing images requires an artist

#### African Petroglyphs



# Writing

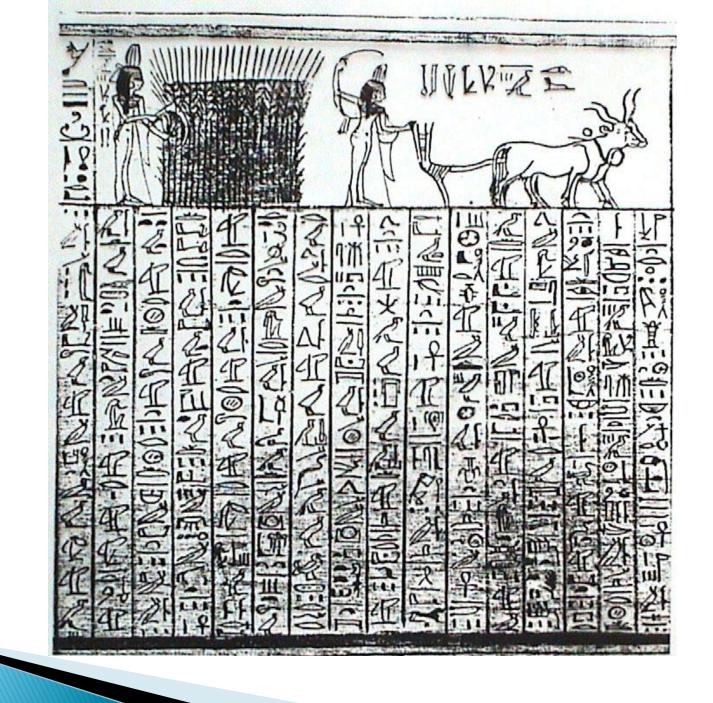
- Sumerians
- Egyptians
- Chinese
- Phoenicians
- Greeks

#### Sumerians

- Cuneiform = wedge shaped stylus pushed into wet clay tablets
- Required strict schooling from childhood on –
   with 100's of characters to learn

## Egyptians

- Much like the Sumerians but used papyrus reeds instead of clay tablets
- Hieroglyphs (hierglyphics)
  - Script difficult to translate as it could read from right to left – left to right – top to bottom or bottom to top



# 2 types of hieroglyphics

- Hieratic & Demotic
  - Hieratic is the most familiar used for official business and religious documents
  - Demotic less illustrative and its characters were highly abstract and symbolic

#### Chinese

- Original Chinese was never reduced to symbols – it remained a written language comprising of more than 44,000 individual symbols for centuries.
  - Scribes who knew the language were highly respected – possessed much political power because they controlled the information that became history

**有旋刻之**別 之者文理有 一年韻為 皆有数 以備 9 草 陳客店 EL 火燒瞬息 成ピ へ格貯之 Ė 可成 高 奇字素無 回放 リリ

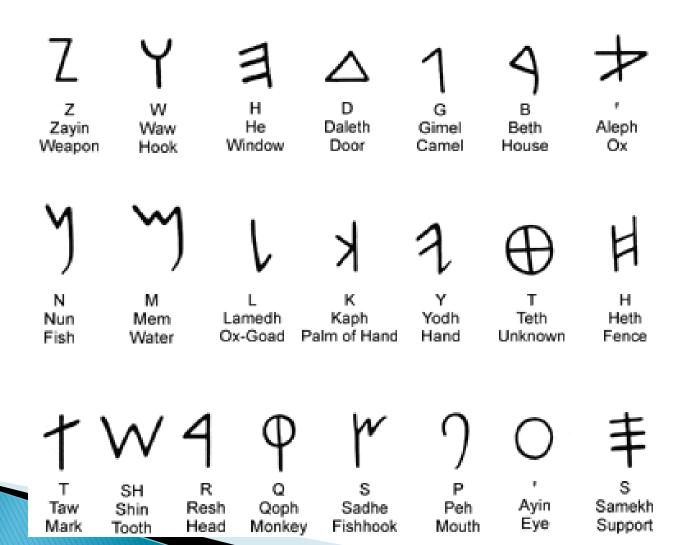
## Chinese Pictographs

- Pictographs known as logograms, are symbols that represent an entire word
  - None of the symbols represent the sounds of the language
  - 210 B.C. the language was simplified to about 1,000 basic characters – still used today
  - Their pictorial calligraphic style is considered an art form

#### The Phoenicians

- Phoenicians greatest advance in history of communication – the alphabet
  - While the Egyptians used 5,000 symbols the Phoenicians used only 22.
  - The compact easily learned alphabet ended the political power of the scribes
  - Most importantly more individuals could produce writings that a large audience could read

# Phoenicians: one of the greatest advances in history – the alphabet

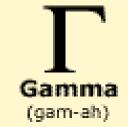


#### The Greeks

- They increase the Phoenician alphabet to 24 letters
- Their sense of symmetry promoted the idea that letters should be placed in an imaginary horizontal baseline achieving a sense of order
- Introduced the elements of uppercase and lowercase capitals were written in stone and lowercase were written in papyrus
- They were the first to recognize that alphabetic letters possessed both informational and aesthetic qualities









Epsilon (ep-si-lon)





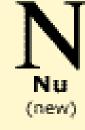








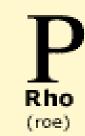












Sigma (sig-mah)

Tau

Y Upsilon (up-si-lon)



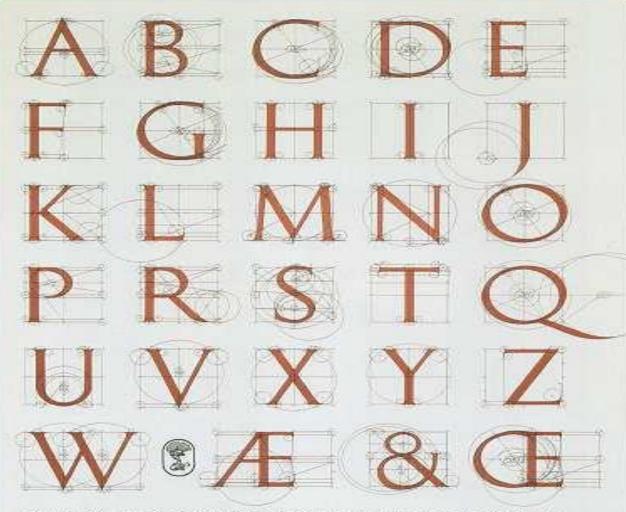




Omega (oh-may-gah)

#### The Romans

 Romans absorbed much of the Greek culture including the alphabet – and added the letters W and much later the letter J and thus our modern day alphabet of 26 letters takes its final form



QUO USQUE TANDEM ABUTERE CATALINA PATIENTIA NOSTRA QUAM DIÙ ETIAM FUROR ISTE TUUS NOS ELUDET QUEM AD FINE M SESE EFFRENATA JACTABIT AUDACIA NIHILNE TE NOCTURNUM PRÆSIDIUM PALATI NIHILURBIS VIGILIÆNIHIL TIMOR POPULI NIHIL CONCURSUS BONORUM OMNIUM NIHIL HIC MUNITISSIMUS HABEN DI SENATUS LOCUS NIHIL HORUM OR A VULTUSQUE MOVERUNT PA TERE TUA CONSILIA NON SENTIS CONSTRICTAM JAM OMNIUM - H ORUM SCIENTIA TENERI CONJURATIONEM TUAM NONKWXYZBJE

SCHOOL PROPERTY OF A DOMESTIC PROPERTY OF THE 
#### **Arabic**

Modern Headline

أبجد هوَّز حطي كلمُن

Neue Helvetica® Arabic
Legendary typeface and its Arabic
companion.
أبجد هوَّز حطي كلفن

# Russian - Cryllic

Изобретение книгопечатания **движимые литеры** Гутенбергом в Майнце **знаки алфавитные** тысячи шестисот лет для опытов