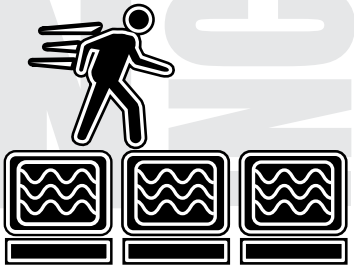
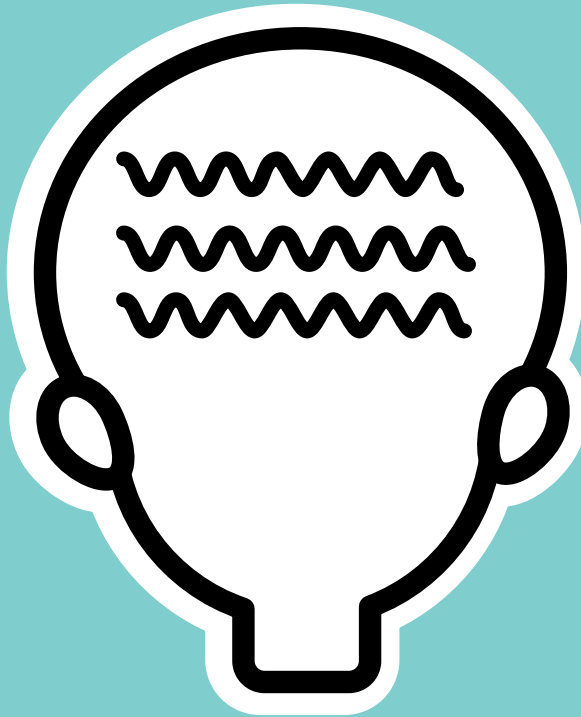


# IMAG

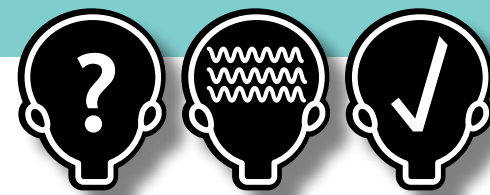
# INATION



EXPLORATIONS



## Introduction to Typography



## What is Typography?

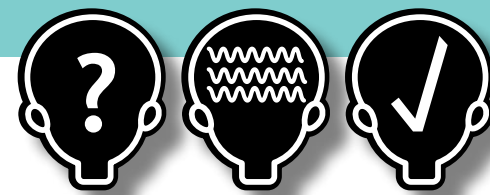
**T** **Y** **I** **P** **E**

Graphic artists and printers know a lot more about letters than most people. They have all kinds of special ways of describing them. For example, most of the time they call letters **type**. Type is a printed form of letters. Graphic artists need to be more exact about letters, or type, than most people because their job includes the arrangement of type.

Arranging type is called **typography**. All graphic artists know about typography, and some specialize in this area of graphic arts. They are called **typographers**.



**Typesetting**, also called **composing**, is the actual setting of the type. Over the years, there have been many different ways to set type. You will compose type on the computer by using the keyboard.



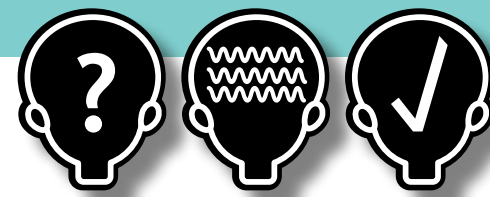
## Goals of Effective Typography

The first goal of the typographer is to express the message in the way the author intends. This might seem obvious, but too often beginning designers make decisions based on personal taste and fashion, without carefully considering the message. The job of the typographer is to enhance, not to distract from or confuse the message.

Typography has a noble tradition, filled with beauty and harmony. It also has a tradition of change and innovation. As you begin to experiment with typography, remember you should know and understand the rules and standards of the past before you choose to break them.

Good typography starts with an educated eye. The designer must be able to see the subtle ways letters and spaces relate to each other. Typography is as much about the space around letters as it is about the letters themselves.

Try to look at the printed products around you with a critical eye. The best way to learn is to look and analyze as many examples of typography as possible. Every example, from the finest books and magazines to street posters and common package designs, can influence your sense of design and style.



## Display and Text

Designing with type involves organizing the words in ways that will help the reader better understand the author's message. In a typical layout, type functions in two basic ways:

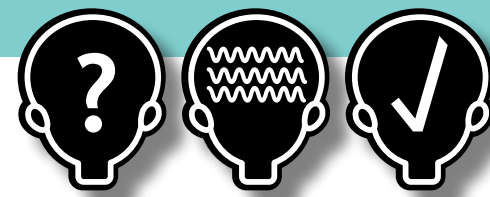
### Display

First, headlines, set off by size and weight, are used to introduce or call attention to larger passages of type. The headlines help the reader see quickly what they will be reading about. (Headlines are lines of text, set off by size or weight, used to introduce sections of text.)

### Text

Second, the text is set in a smaller size, usually in paragraphs, and delivers the bulk of the printed message.

Because of these dual functions, typographers use the terms **display** to designate the larger type, and **body text** or just **text** to mean the longer passages set in smaller sizes. The body text is usually set in a rectangular shape called a **text block**.



## Upper and lower case

Typographers call the capital letters **upper-case type**.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

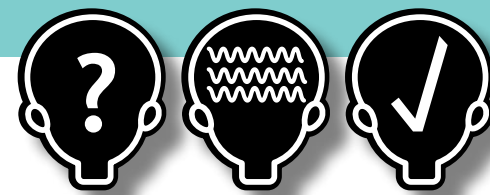
The small letters are called **lower-case type**.

a b c d e f g h i j k l m n o p q r s t u v w x y z

Numbers are called **figures**.

0 1 2 3 4 5 6 7 8 9



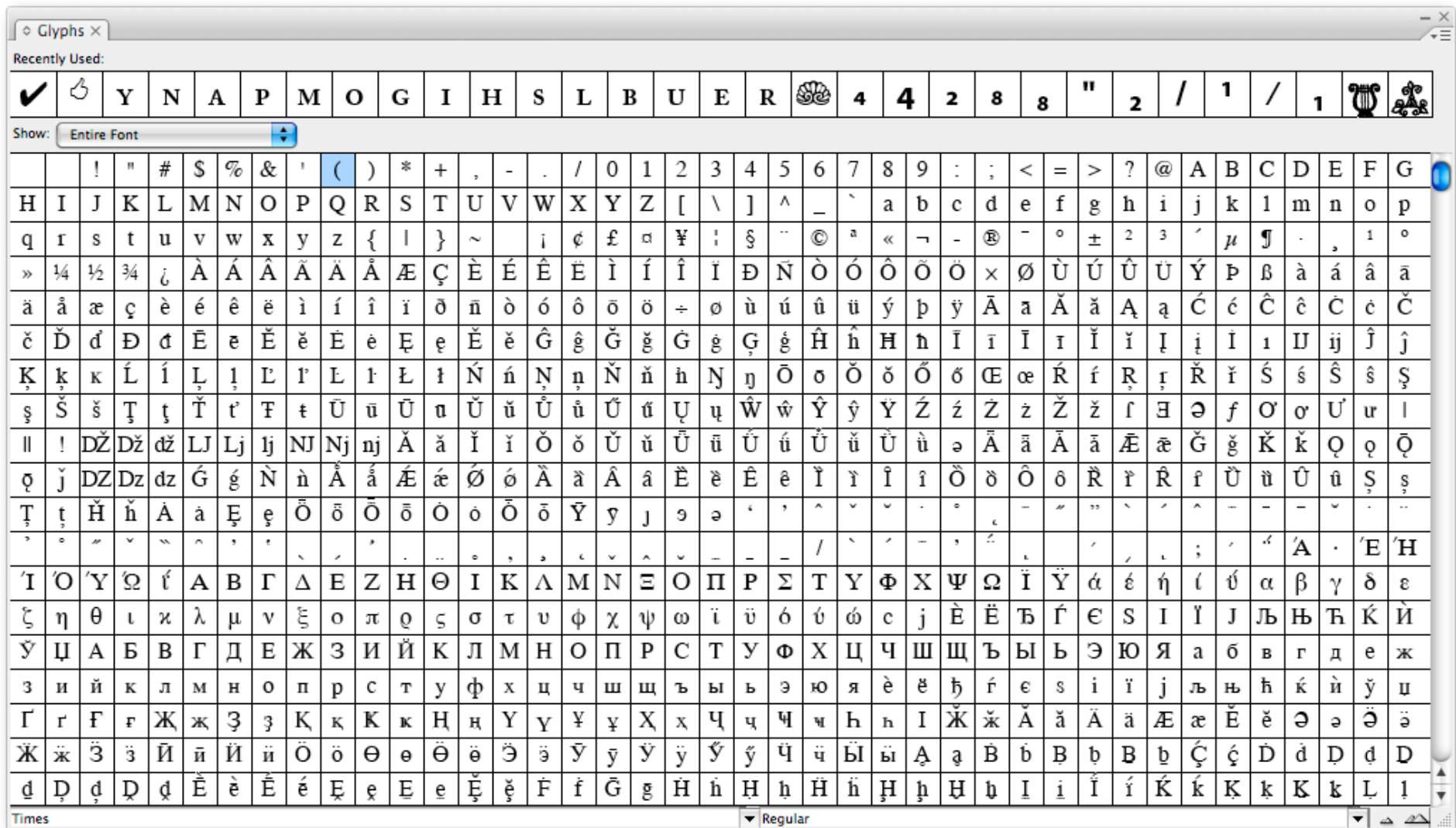
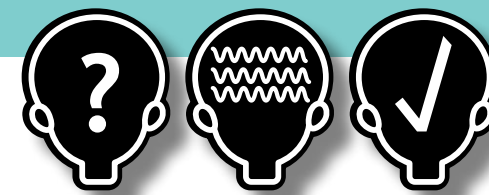


## Special Characters

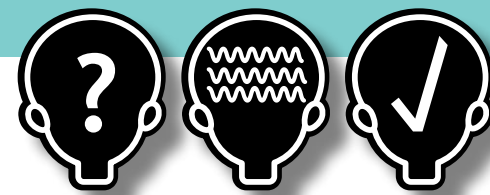
A font may also include special characters. **Special characters** are type characters other than standard letters, figures, and basic punctuation usually included in a font.

& % \$ @ © \$ Σ ® Æ € √ £

The term for each individual character in a font is a **glyph**.

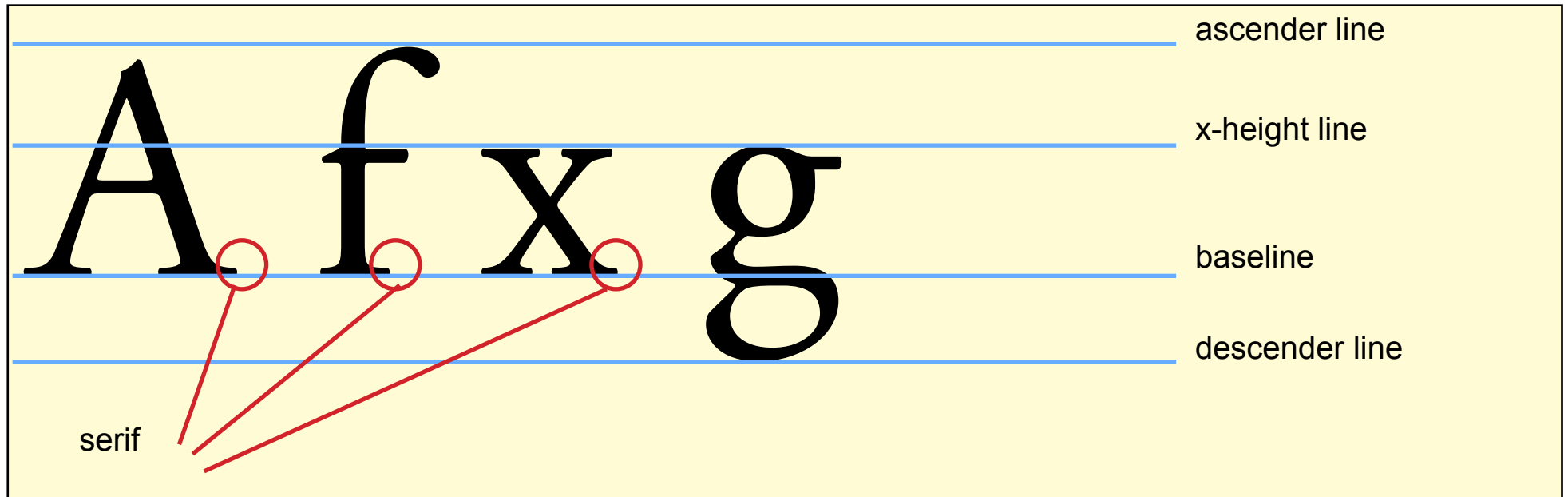


Adobe Illustrator and Adobe InDesign provide a “glyphs” palette to help you find characters included in a font.



## Parts of a Type Character

Typographers have special names for parts of a type character.



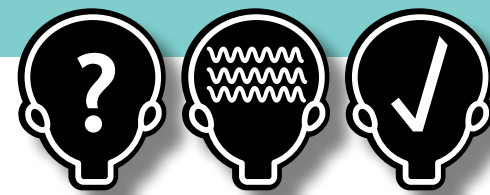
The **ascender line** marks the top of such letters as l, f, b, d.

The **x-height line** marks the top of such letters as x, e, w, a.

The **baseline** marks the bottom of all upper-case letters and such letters as x, e, w.

The **descender line** marks the bottom of such letters as y, g, p, q.

**Serifs** are the small strokes on the ends of some letters.



## The Point System

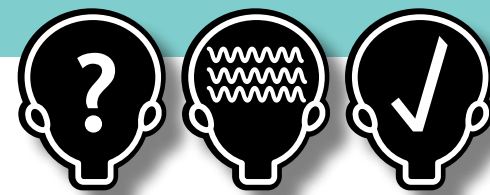
Typographers use a special system, called the **point system**, to measure. One point is a very small unit. There are 72 points in one inch. Typographers use the point (pt.) system to measure the height of type. Since points are so small, typographers also use a larger unit called a pica to measure line length.

In fact, the ruler that typographers use is called a **pica rule**. This ruler is also called a **line gauge**.



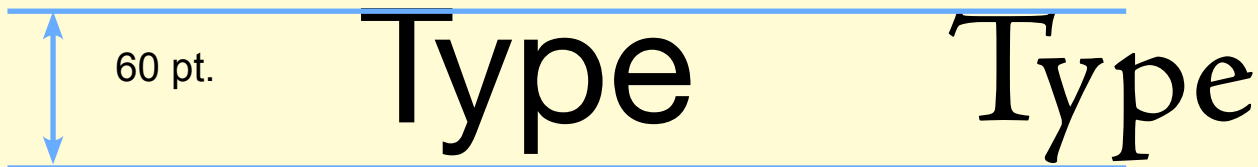
12 points = 1 pica  
72 points = 1 inch  
6 picas = 1 inch

**Design Tip:** When designing with type, choose a line length based on the type size you were using. Small type set on a very long line is difficult to read.



## Type Sizes

Type comes in different sizes. The type body is measured from the top of the ascender to the bottom of the descender. The x-height of the typeface will affect how large a typeface will appear. Both of the words below are set in 60 point type, but the one on the left appears larger because it has a larger x-height.



Examples set in 60 pt.

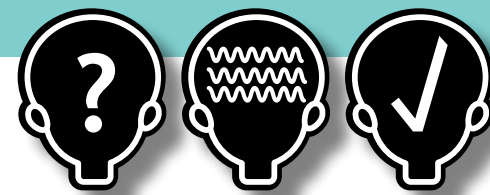
An hent ilisis er augiam velesent irit ver sequi tis  
augiamconsed min henim dit ea feupsi mmodig-  
nim vel irillan ute magna feum quiscin hendion hent  
iuscillute tismolorpero del ipit lamet, venibh eugait  
in hent niam, sim et praesto consect etueros nibh  
et lamet loreriusto dolent aliquam doloreratin ullup-  
tat. Endipit aliquis alisi.

Ros adit praessequat la augiate consed eugueros

Adit nim velent ercilluptat esto ero cor augiametuer sumsan  
ullutpatis nulputat. Gait utem ad eugiamc onsectet iure del  
ute mod ming et alis nim zzriure delenis nonsequisl utpatet,  
quam quis eniam dolessed dolor illam, qui tat.

Eniat, voluptat nos nullam, core conse diat velis esecte  
conullan utpatue dunt aute eniat niam veliquatio odipsum  
ex ea augait nulla aliscinim nullaore tionum in volor sum  
zzrilit accum dolorper iure minim quat wismolo bortis eui

Examples set in 12 pt.



## Hyphens and Dashes

Many people use a hyphen (-) when they should be using a dash.

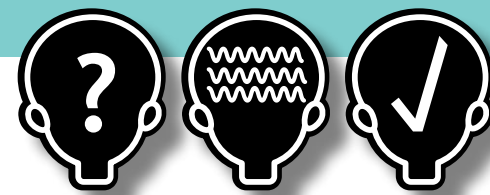
**Hyphens** are used when setting such words as mother-in-law, in phone numbers, and to break a word at the end of a line.

An **en dash** (option -) is used between words to indicate a duration, such as Monday – Friday. It is also used to set off phrases within a sentence – such as in this example.

An **em dash** (shift, option, -) is used to indicate speakers in a narrative dialogue.

Take a moment to look at the differences.

This is a hyphen: -  
This is an en dash: –  
This is an em dash: —



## Small Caps

Some fonts have an additional set of capital letters that are the size of the lower-case. These are called **small caps**.

# EMPIRE PUBLISHING COMPANY

*Example of true small caps*

# EMPIRE PUBLISHING COMPANY

*Example of false small caps*

## Note

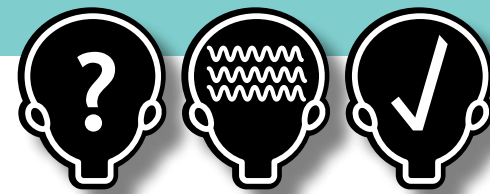
True small caps are different than regular upper-case set to a smaller size. Look at the examples above. See how the false small caps look too thin to match the full size uppercase letters.

It is always best to use true small caps when ever possible. To experiment with small caps try looking in the Adobe “Pro” fonts.

Some fonts, Copperplate Gothic, for example only have upper-case and small caps as shown below.

# EMPIRE PUBLISHING COMPANY

*Example of Copperplate Gothic*



## Bullets

A heavy midpoint dot used to call attention to selected lines, such as lists, is called a **bullet**. For a special effect, ornaments can be used as bullets.

Use Option-8 on a Macintosh to set bullets.

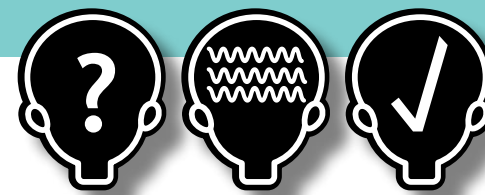
Use alt 0149 on a PC to set bullets

- **Low Price**
- **High Value**
- **Available Everywhere**
- **Customer Approved**

*Example of traditional bullets*

- ✓ **Low Price**
- ✓ **High Value**
- ✓ **Available Everywhere**
- ✓ **Customer Approved**

*Example of ornaments used as bullets*



## Leading

The space between lines of type will affect how the type will look. The size of the type, plus the space between the lines of type, is called **leading** (pronounced ledding). The proper amount of leading will depend on the typeface and the size of the type.

### Examples

Osto od dolor se magna facil ulla aci blam, coreet autat, sum del dolent vel iure vendio eros accum quamet iureetum delendre faccum do con hendiamet eum exer sequismolore magna facilissi.

Idunt at iure magna facipsusto commolore voloborper sequis nosto dunt velis ea consequis aut vel dolor ing ero duismod molorero consequamet, velit dit at, sum quatum nostrud eum dolor iure cor alisi.

Ibh exeros augiam incinci llaortinibh el exer ing et in henit nonulla ortinim eugue magna aliquam do conseniamet lortie dolore et lan el esse tat, commy nos alit lor accum ilit augait landit, con ea feu feugiatie magna facipisi esenibh et, sustrud dolobortinim quatis elis enis dolorercilit alit ipsustisit at, secte dolorem nulla consenim nulputat, commy nos num alit nulpute enim et, vero odo dolorem velismod tie veliquat veliquis nullamcommy nullam non utpat lam, quat wis alis nit landip elisim eum eum aliquam, secte digna facidunt iureet, cor sectem qui tate tat. Duis nulla consecte dit veratio nsectem nullum dunt dolessit eugue dolorero conullutat, ver irilit incipsusto od te tem ea feugue dunt vel ut lam num zzrit, volorerostio con essequatet utat.

10 pt type with 12 pt leading

Osto od dolor se magna facil ulla aci blam, coreet autat, sum del dolent vel iure vendio eros accum quamet iureetum delendre faccum do con hendiamet eum exer sequismolore magna facilissi.

Idunt at iure magna facipsusto commolore voloborper sequis nosto dunt velis ea consequis aut vel dolor ing ero duismod molorero consequamet, velit dit at, sum quatum nostrud eum dolor iure cor alisi.

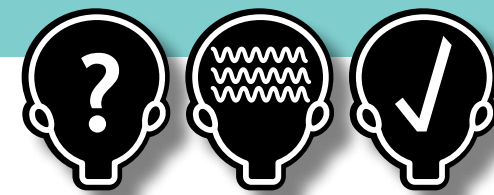
Ibh exeros augiam incinci llaortinibh el exer ing et in henit nonulla ortinim eugue magna aliquam do conseniamet lortie dolore et lan el esse tat, commy nos alit lor accum ilit augait landit, con ea feu feugiatie magna facipisi esenibh et, sustrud dolobortinim quatis elis enis dolorercilit alit ipsustisit at, secte dolorem nulla consenim nulputat, commy nos num alit nulpute enim et, vero odo dolorem

10 pt type with 18 pt leading

Osto od dolor se magna facil ulla aci blam, coreet autat, sum del dolent vel iure vendio eros accum quamet iureetum delendre faccum do con hendiamet eum exer sequismolore magna facilissi.

Idunt at iure magna facipsusto commolore voloborper sequis nosto dunt velis ea consequis aut vel dolor ing ero duismod molorero consequamet, velit dit at, sum quatum nostrud eum dolor iure cor alisi. Ibh exeros augiam incinci llaortinibh el exer ing et in henit nonulla ortinim eugue magna aliquam do conseniamet lortie dolore et lan el esse tat, commy nos alit lor accum ilit augait landit, con ea feu feugiatie magna facipisi esenibh et, sustrud dolobortinim quatis elis enis dolorercilit alit ipsustisit at, secte dolorem nulla consenim nulputat, commy nos num alit nulpute enim et, vero odo dolorem velismod tie veliquat veliquis nullamcommy nullam non utpat lam, quat wis alis nit landip elisim eum eum aliquam, secte digna facidunt iureet, cor sectem qui tate tat. Duis nulla consecte dit veratio nsectem nullum dunt dolessit eugue dolorero conullutat, ver irilit incipsusto od te tem ea feugue dunt vel ut lam num zzrit, volorerostio con essequatet utat.

10 pt type with 9 pt leading



## Kerning

**Kerning** is the adjustment of space between two letters. When type is set, the individual letters should appear evenly spaced. This does not always happen. Some letter pairs do not fit together as well as they should. It is especially important for headlines and other display type to be properly spaced. The typographer should make kerning adjustments based on careful examination. You must learn to carefully look for proper letter spacing. Professional design programs such as Adobe Illustrator provide methods to make small kerning adjustments.

### Examples

poor kerning Type TA VAW Tea

proper kerning Type TA VAW Tea



## Tracking

**Tracking** is the adjustment of the overall space between letters in a selection. It is used to affect the appearance or readability of the type. Tracking is also sometimes used to make type fit in a particular space, or to create a special stylistic effect.

### Examples

LAKE REGION THUNDER

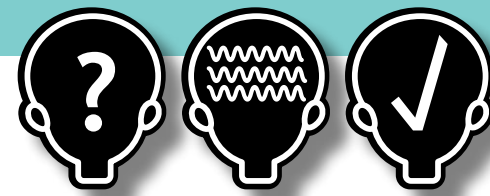
Normal Tracking set to 0

LAKE REGION THUNDER

Tracking set to 200

LAKE REGION THUNDER

Tracking set to -30



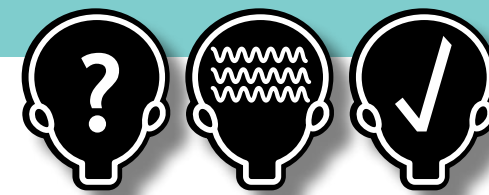
## Baseline Shift

In some situations, typographers need to be able to raise or lower certain letters in a line of set type. This operation is called **baseline shift**. The baseline shift can be used for decorative as well as practical purposes. Baseline shift is an operation that raises or lowers a character relative to the baseline.

### Examples

ba<sub>s</sub>el<sub>i</sub>ne s<sup>h</sup>ift      3<sup>7</sup>/<sub>8</sub>

ProductName<sup>TM</sup>



## Paragraph Alignment

**Paragraph alignment** refers to the way lines of text, set in a block, are arranged.

There are four basic choices:

### Examples

Idunt at iure magna facipsusto commolore voloborper sequis nosto dunt velis ea consequis aut vel dolor ing ero duismod molorero consequamet, velit dit at, sum quatum nostrud eum dolor iure cor alisi. Ibh exeros augiam incinci llaortinibh el exer ing et in henit nonnulla ortinim eugue magna aliquam do conseniamet lortie dolore et lan el esse tat, commy nos alit lor accum ilit augait landit, con ea feu feugiatie magna facipisi esenibh et, sustrud dolobortinim quatis elis enis dolorercilit alit ipsustisit at, secte dolorem nulla consenim nulputat, commy nos num alit nulpute en

**left alignment**

Idunt at iure magna facipsusto commolore voloborper sequis nosto dunt velis ea consequis aut vel dolor ing ero duismod molorero consequamet, velit dit at, sum quatum nostrud eum dolor iure cor alisi. Ibh exeros augiam incinci llaortinibh el exer ing et in henit nonnulla ortinim eugue magna aliquam do conseniamet lortie dolore et lan el esse tat, commy nos alit lor accum ilit augait landit, con ea feu feugiatie magna facipisi esenibh et, sustrud dolobortinim quatis elis enis dolorercilit alit ipsustisit at, secte dolorem nulla consenim nulputat, commy nos num alit nulpute en

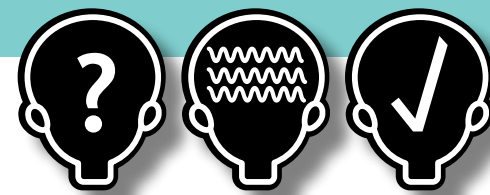
**center alignment**

Idunt at iure magna facipsusto commolore voloborper sequis nosto dunt velis ea consequis aut vel dolor ing ero duismod molorero consequamet, velit dit at, sum quatum nostrud eum dolor iure cor alisi. Ibh exeros augiam incinci llaortinibh el exer ing et in henit nonnulla ortinim eugue magna aliquam do conseniamet lortie dolore et lan el esse tat, commy nos alit lor accum ilit augait landit, con ea feu feugiatie magna facipisi esenibh et, sustrud dolobortinim quatis elis enis dolorercilit alit ipsustisit at, secte dolorem nulla consenim nulputat, commy nos num alit nulpute en

**right alignment**

Idunt at iure magna facipsusto commolore voloborper sequis nosto dunt velis ea consequis aut vel dolor ing ero duismod molorero consequamet, velit dit at, sum quatum nostrud eum dolor iure cor alisi. Ibh exeros augiam incinci llaortinibh el exer ing et in henit nonnulla ortinim eugue magna aliquam do conseniamet lortie dolore et lan el esse tat, commy nos alit lor accum ilit augait landit, con ea feu feugiatie magna facipisi esenibh et, sustrud dolobortinim quatis elis enis dolorercilit alit ipsustisit at, secte dolorem nulla consenim nulputat, commy nos num alit nulpute en

**justified**



**Make sure you know and understand the following terms used in this presentation:**

**type**  
**typography**  
**typographer**  
**typesetting or composing**  
**display type**  
**text type**  
**text block**  
**upper-case type**  
**lower-case type**  
**figures**  
**font**  
**special characters**

**glyph**  
**ascender line**  
**x-height line**  
**baseline**  
**descender line**  
**serifs**  
**point system**  
**pica rule**  
**line gauge**  
**hyphens**  
**en dash**  
**em dash**

**small caps**  
**bullets**  
**leading**  
**kerning**  
**tracking**  
**baseline shift**  
**paragraph alignment**  
**left alignment**  
**center alignment**  
**right alignment**  
**justified**