

# A Brief Introduction to Typography

## Design

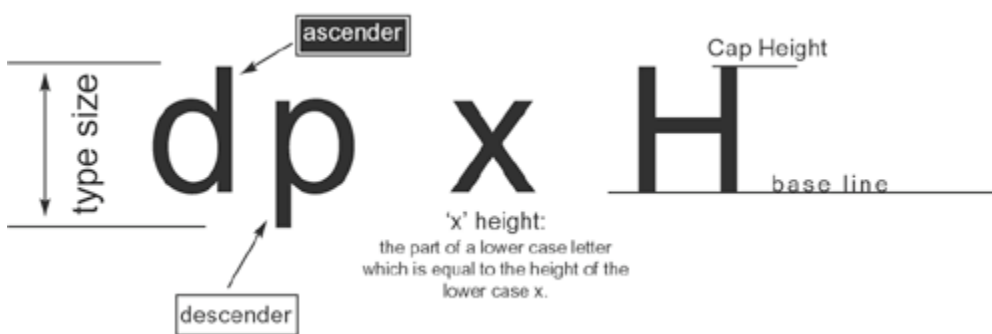
No matter how fashionable or clever, if copy that is meant to be read is difficult to read -it is badly designed.

Integrate type with other design elements and develop the composition as a whole.

Type communicates on several levels:

- Content: the word's written meaning
- Visual impact: use of type as a design element
- Context: the content and visual impact of text in relationship with entire composition

## Basic Type Anatomy



## Major Typeface Classifications

**Old Style:** Serifs, medium stroke contrast, ascenders extend above cap height (Garamond)

**Transitional:** Serifs, greater stroke contrast, high legibility (Times New Roman)

**Modern:** Flat Serifs, extreme stroke contrast (**Bodoni**)

**Sans Serif (Gothic):** no serifs, all strokes of nearly equal weight (Helvetica)

*Script: flowing, handwriting, both joined and unjoined letters (Brush Script)*

*Special (Decorative/Novelty):* Visually distinctive, but often difficult to read (Barton's Nightmare)

## Letterspacing

**T r a c k i n g**: Tracking is the spacing between letters in a line of text

**Ke**: Kerning is the spacing between two letters

**Leading**: Leading is the vertical spacing between baselines

## Type Measurement

1 Inch = 72 points = 6 picas (1 pica=12 points)

## Font-Type Definitions

**Font:** All the letters, numbers and punctuation of a single size of a single typeface (12-point Helvetica)

**Typeface:** The distinctive, design of an alphabet (and accompanying numbers and punctuation). All point sizes of that typeface.

**Type Family:** *light, light italic, medium, bold (Futura)*