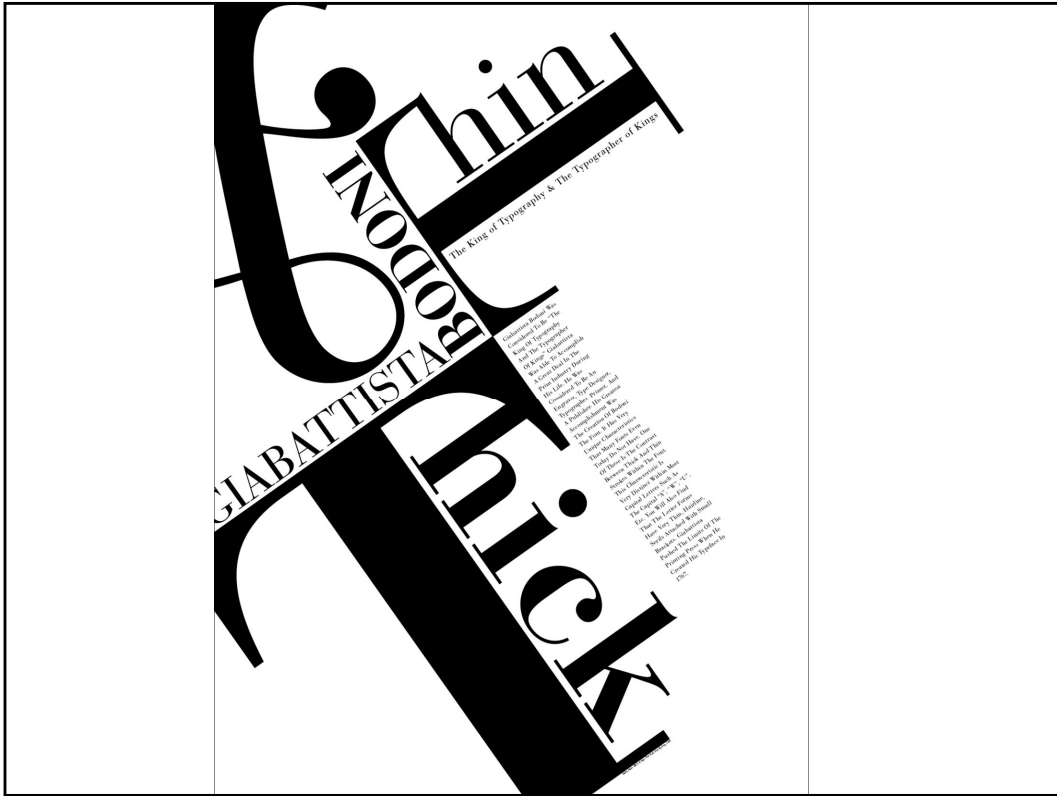


Hi, Everyone, today we're going to talk about one of the most important design elements we have: type.

The definition of typography is: The style, arrangement, and appearance of text on a page.



Some works are designed entirely with type—and nothing else.

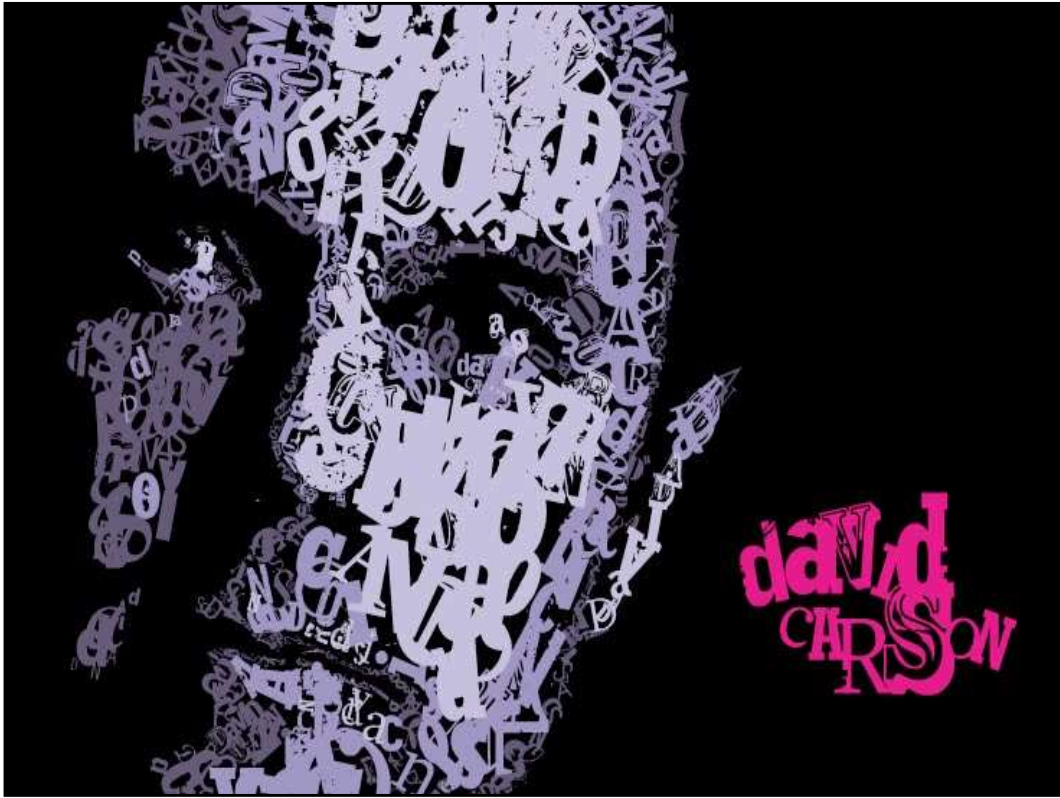
David Carson



David Carlson is a famous designer who blazed trails with typography. Notice that a lot of the fonts he uses are not decorative or unusual—they're just laid out in exciting ways or combined with textures and abstract art that set a mood and engage our feelings and thoughts. We try to “read” the message he’s sending.



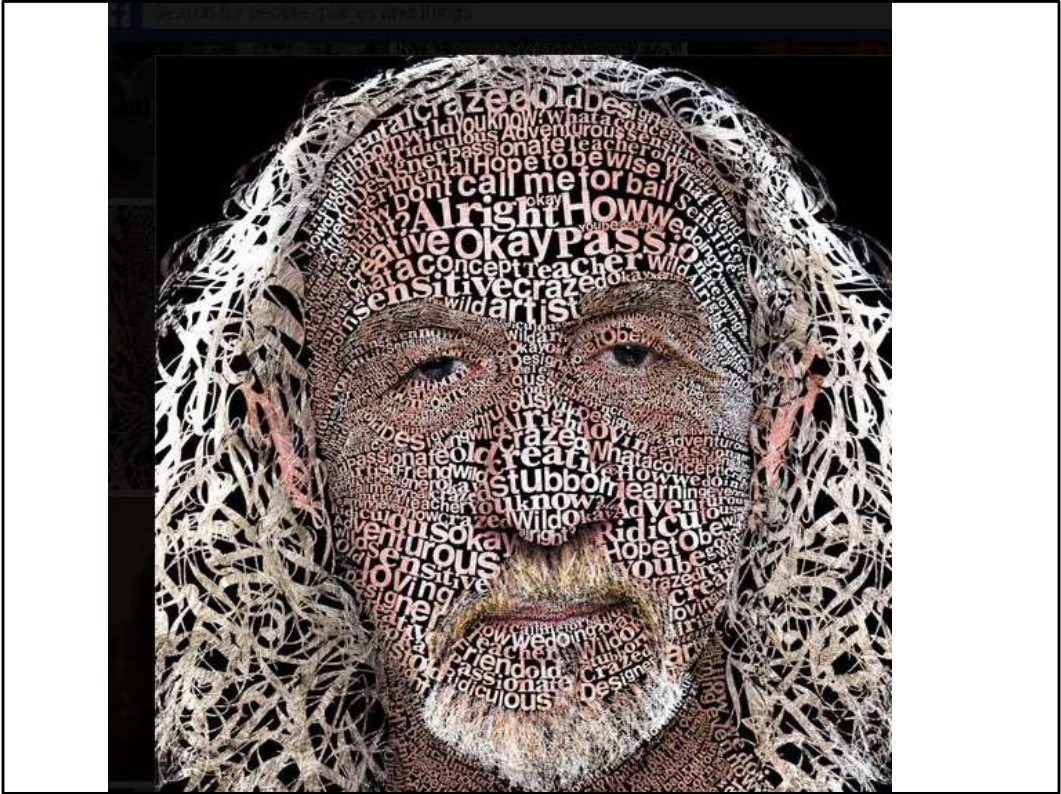
Many designers have borrowed Carson's style, which continues to evolve just as all type trends do.

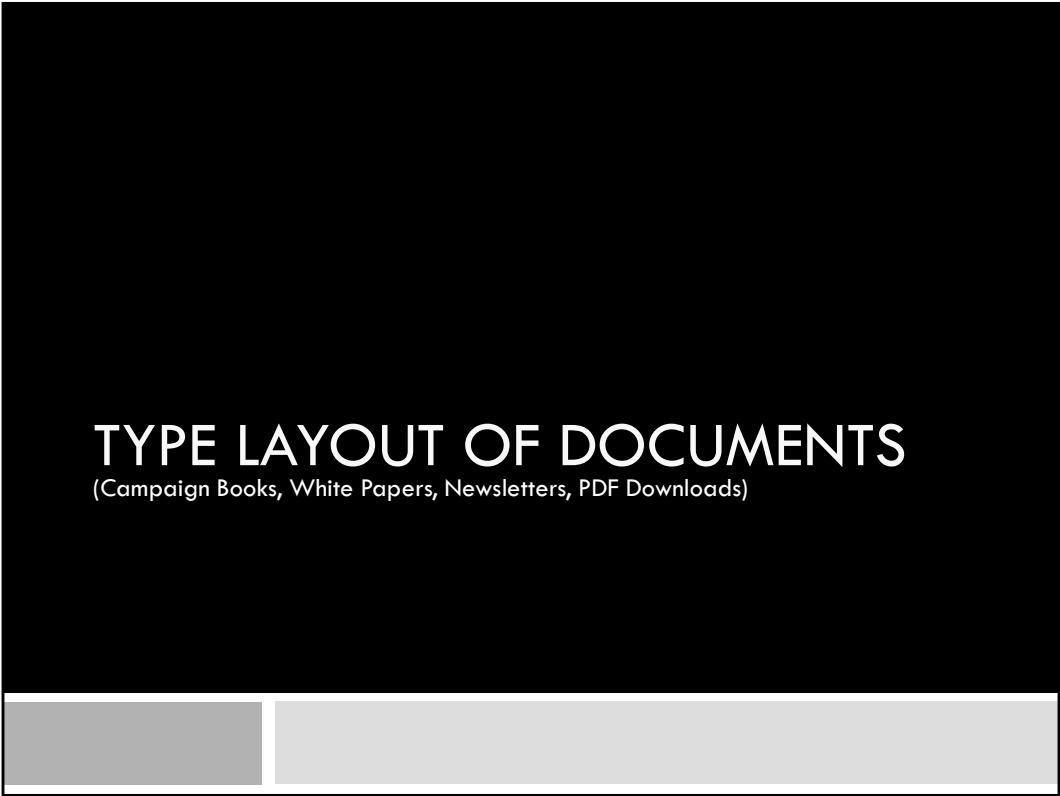


Here's David Carson's face illustrated using type only.



Illustrating with type has become an art form in itself.





Here are some tutorial examples.

Report

**Lost on the Web:
How Businesses
are Missing Out Online**

Findings from Knowmad's 2011 Internet Strategy Assessment

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Prepared by the staff of Knowmad
www.knowmad.com

KNOWMAD
ADVANCING BUSINESS ONLINE

Even everyday type should be designed well.

The typography you use reflects on you and your business.

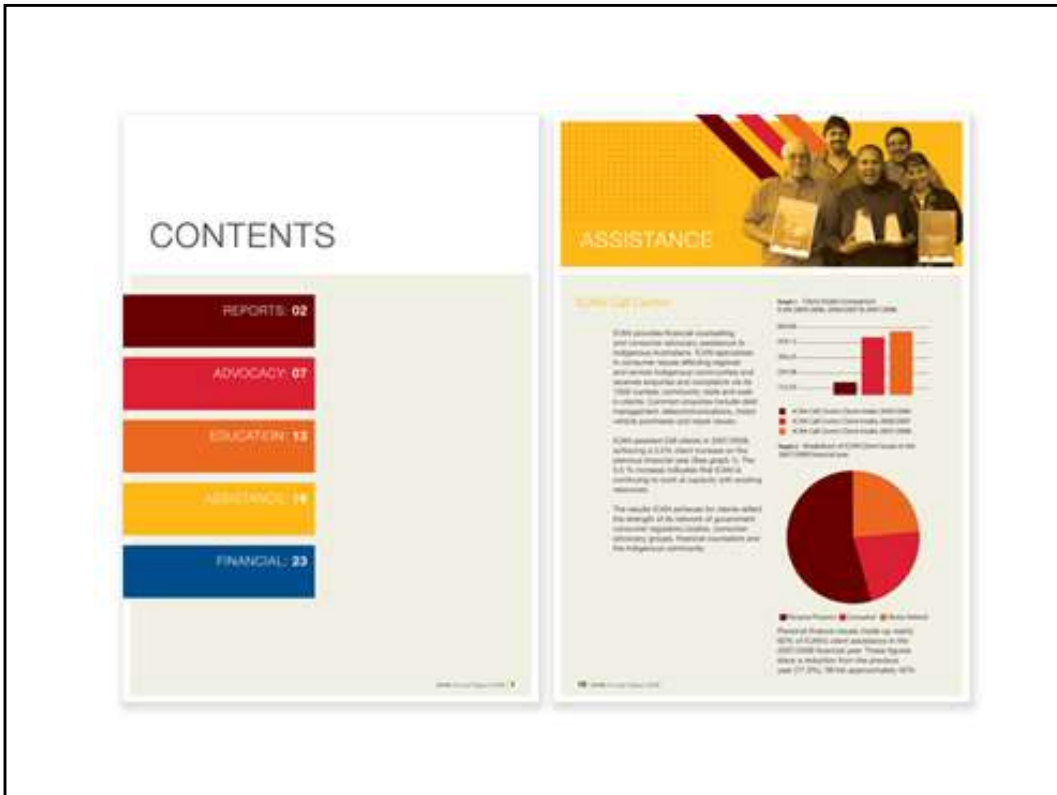
The more appealing, professional and organized information appears, the more likely people are to read it and be persuaded by your message.

All type should be thoughtfully chosen and placed, even on everyday documents. They are an image of you and your business—and people are more likely to read and be persuaded by appealing, professional, organized documents.

- Notice the type contrast here with weight and sizes.
- Look at how the color bar at the top draws in the eye and creates a strong sense of alignment.
- Also notice the type is aligned left and NOT center.




Here's another example of a well designed document that takes little time in MS Word to create. All you need is to insert rectangles, lines, and shapes, along with a logo that bleeds off the page. Nice effect.



And here's another. This layout is getting complex enough to move to InDesign, but it could be done in MS Word if necessary.

Give your crops an added layer of protection with Cuprofix.



If you're looking for a fungicide that delivers greater surface contact and improved efficacy, Cuprofix® Ultra Dispers® has you covered. With its patented Dispers® technology, this high-quality, fixed copper sulfate formulation disperses quickly and stays in suspension, virtually eliminating problems such as clogged filters and nozzles. So if you want to protect your citrus crop from greasy spot and melanose and help with citrus canker, get Cuprofix Ultra today. To learn more, contact your UPI distributor or UPI sales representative.

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UPI

- **Display Type:**
Large type
(e.g., used in headlines)

- **Body Copy:**
Small type
found in the body.

Here are two important terms:

Display Type is the large type you see in headlines on a page.

Body Copy is the small type found in the body.

Why can't we use Photoshop for type layout?

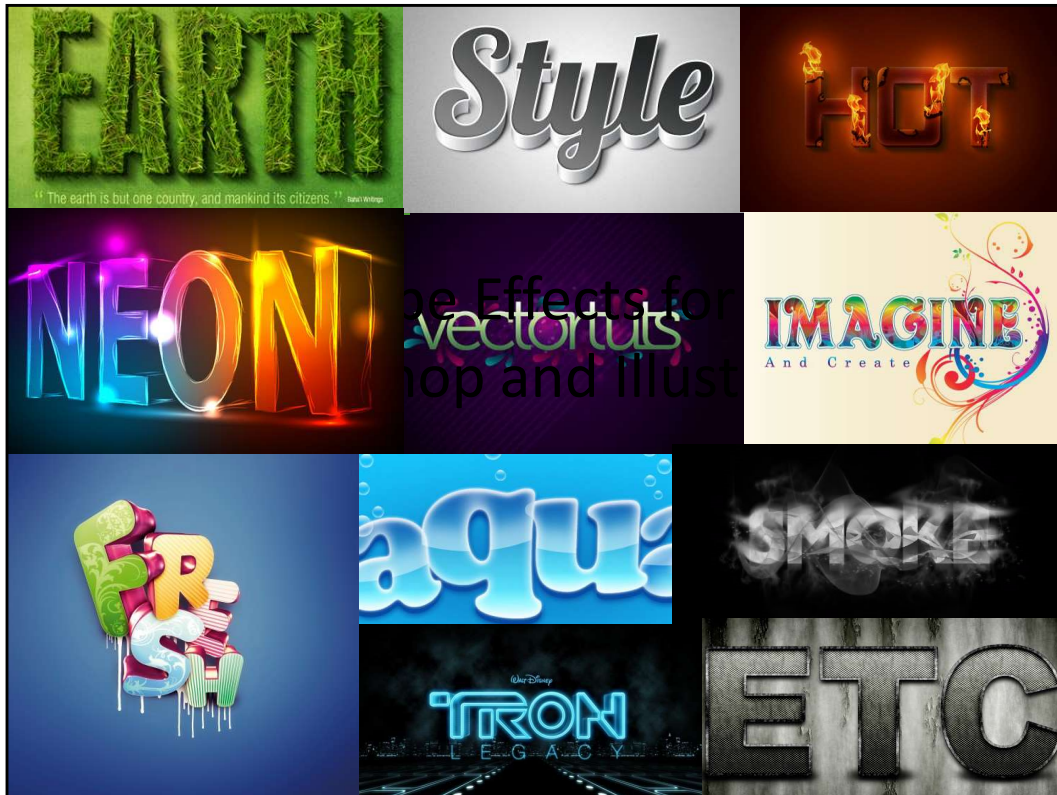
- Answer: Photoshop uses pixels, which makes type fuzzy. So, we use InDesign or Illustrator.
- However, if you want to make artistic type effects, Photoshop can be used.
- See examples on the next page of artistic type effects in both Photoshop and Illustrator.

TYPE EFFECTS FOR PHOTOSHOP AND ILLUSTRATOR

[80 Best Type Effects in Photoshop](#)

[50 Excellent Type Effect Tutorials in Illustrator](#)

Here are some tutorial examples.



Type is often used as illustration because it tends to grab attention. You can find endless tutorials on how to create type effects in Photoshop and Illustrator.

FONT FAMILIES

Here are some tutorial examples.

FONT FAMILIES: What are the key characteristics?

Slab Serif
Sans Serif
~~Old Style~~
Modern
Decorative
Script
Optima

It's critical to understand the font families, their key features and uses, before you can learn how to design with them.

Slab Serif: flat serifs on the ends of letter forms
Feeling: distinctive, a bit rigid
Uses: Body copy or display type (if bold enough)
Example: Baskerville, Clarendon, Serifa, Joanna

Sans Serif: no serifs on ends of letter forms (formed like a pipe); no thick-to-thin transitions
Feeling: contemporary
Uses: Body copy or display type (if bold enough)
Examples: Arial, Helvetica, Georgia, Century Gothic, Trebuchet

Old Style: slanted serifs; thick-to-thin transitions; usually diagonal stress
Feeling: formal
Uses: Body copy or display type (if bold enough)
Times Roman, Garamond, Goudy, Palatino

Modern: dramatic thick-to-thin transitions; strong vertical stress
Feeling: Varies
Uses: Display type only (too hard to read for body copy)

Examples: Modern

Decorative: Distinctive decoration

Feeling: Varies

Uses: Display type only (too hard to read for body copy)

Examples: (Many)

Script: Cursive handwriting

Feeling: Elegant; feminine

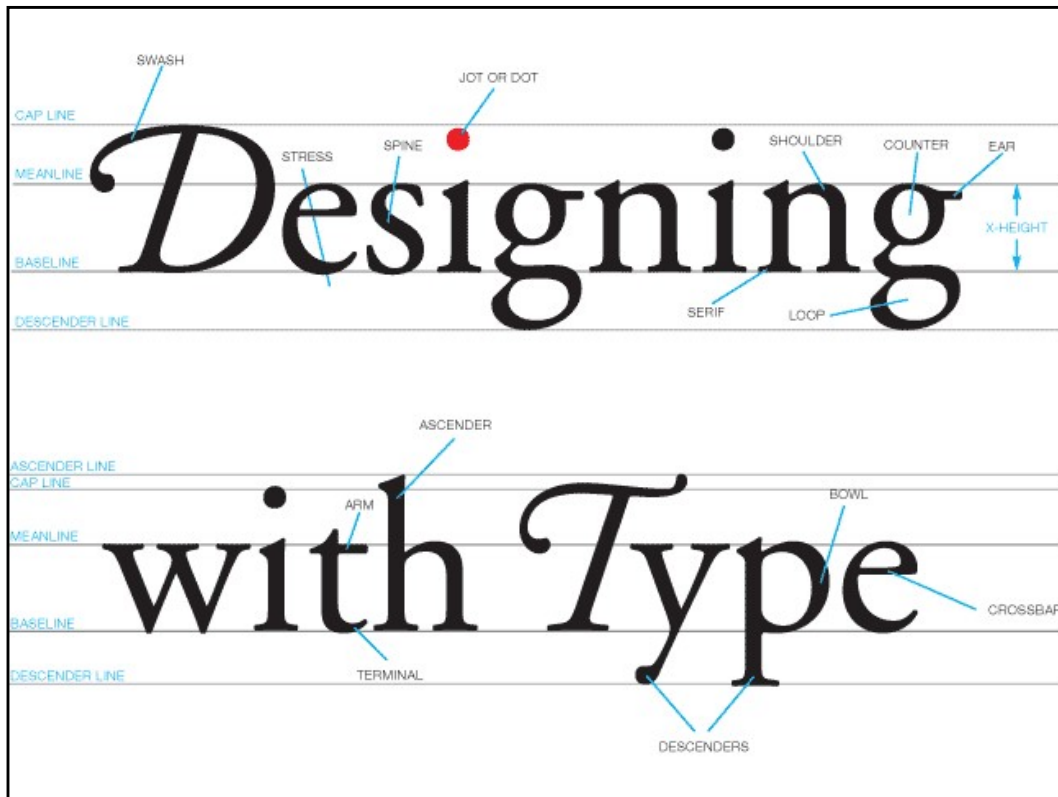
Uses: Display type only (too hard to read for body copy)

Examples: (Many)

Optima: no serifs; thick-to-thin transitions (hybrid)

Feeling: Elegant and contemporary

Uses: Display type



These are common typography terms. You do not need to memorize them.



These are all sans serif fonts, yet they vary greatly.

Fonts within a family are not interchangeable.

Each font gives a different impression.

What are some of the impressions you see here?

How does Century Gothic vary from Franklin Gothic Condensed?

We often see Verdana used in body copy for the web because it's a simple sans serif, yet the bowls of the letters are squared a bit, making it sharp enough to read easily, whereas Arial is not distinctive enough to be read as easily.

Century Gothic, in contrast, has perfectly round bowls, giving it a large, open feel.



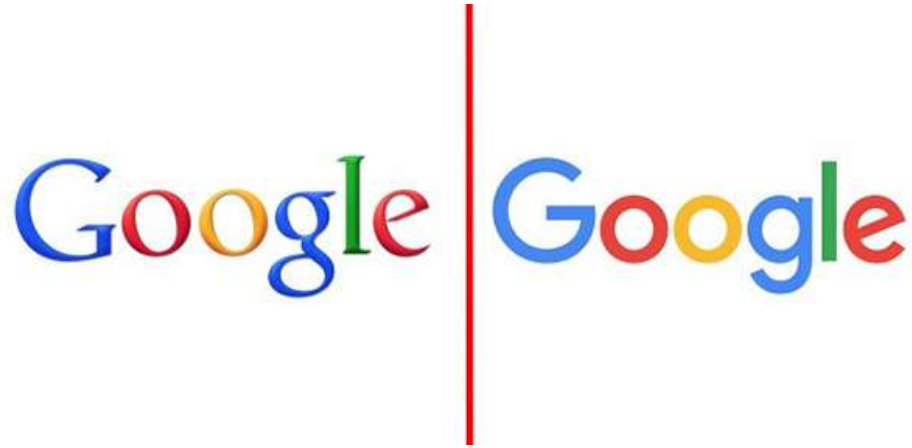
These are all old style fonts, yet they vary greatly.
How does Times Roman vary from Garamond? From Georgia? Palatino?

Old style fonts are easy to read.
Times Roman has become so over-used that designers don't use it any longer except in books, where a distinctive font is not needed. Otherwise, other old style fonts are used instead.

CASE STUDIES

Here are some tutorial examples.

What font family did Google use for its old font?
What family did it change to and why would this be smart?

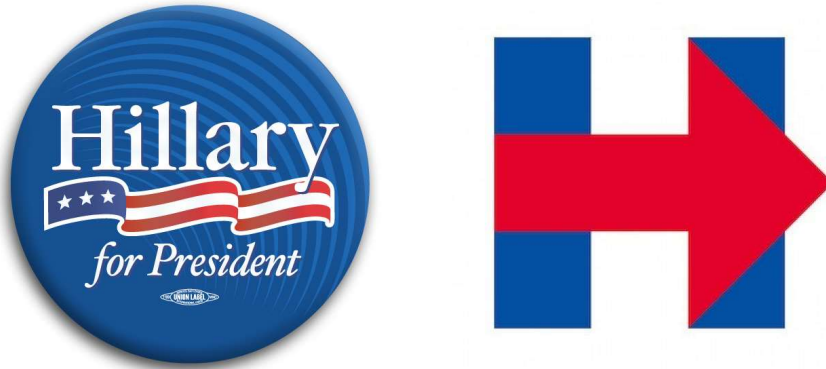


What changes do you see between Google's old and new logo? Why do you think the logo was changed in these ways?



Critics were stunned that Obama's campaign logo used such open-bowl "O's" and such flowing lines. Many considered it to be a risky, even feminine logo that could come off as weak and vulnerable

How did Hillary's logo change?
What did it communicate before and after?



When Hillary Clinton Clinton announced her presidential candidacy in 2015, she unveiled a new logo after inviting people to submit ideas or “design their own” Hillary logo. The new logo was masculine and forward-projecting. The contest had a democratic feel to it, and people tended to love the new logo.



What do you think this logo is communicating? Bold sans-serif type tends to target working-class audiences.



This logo is sending a very different message. What are your impressions of it compared with the last logo?

This type combines the bold sans serif of working class appeal with stylish curves for women.

BIDEN
HARRIS



Bernie balanced his rough public persona with a feminine touch that could be in the Barbie playhouse.



All these logos captured the brand of the individual candidate—except it looked as though Carly was promoting Macy’s (?)



These type choices communicate very differently.



PRINCIPLES TO REMEMBER

Here are some tutorial examples.

5

Principles Designers Know

- Words carry emotional impact.
- Letter forms carry emotional impact.
- The shape and design of a font impacts how we use the typeface.
- Social connotations are connected to letter forms and typography.
- Social contexts affect the way type is used and understood.

CONTRASTING & CONFLICTING TYPE

Here are some tutorial examples.

- **CONCORDANT TYPE:** Type that is all the same font (can be boring).
- **CONTRASTING TYPE:** Type that contrasts must contrast dramatically.
- **CONFLICTINT TYPE:** Type that conflicts is too similar (not good).

Which of the logos below is most **CONFLICTING?**

A. 

B. 

C. 

D. 

E. 

F. 

CONTRAST:

Strong typography contains dramatic contrast. Typically, we can contrast type in four ways:

- 1) color
- 2) size
- 3) weight
- 4) structure (e.g., font family; upper vs. lower case; ital vs. normal; etc.)

QUESTION: Which logo contrasts the most and why?

ANSWER: Many contrast strongly:

- 1) "Phat Chance" contrasts in color, weight, size, and structure.
- 2) "Age Beauty" contrasts in color, weight, and structure (font family and upper case vs. upper and lower case). It does not contain much size contrast.
- 3) Other logos here have contrast as well.

CONFLICT:


Type that conflicts is too similar and appears as though it might be a mistake.

QUESTION: Which type conflicts the most here and why?

ANSWER:

1) "Professional Cleaning" contains the most conflicting type because the two words are too similar in size, weight, structure, and color.

2) "Wild & Crazy" conflicts, as well, because of similarity in structure and weight. However, the logo does have contrast in size and color because of the ampersand.



type hierarchy

Subheading

A type hierarchy is a system for organizing type that establishes an order of importance that allows the reader to easily navigate content and find what they're looking for. The most important type typically appears in the largest, heaviest weight; the subheadings are smaller yet bold; and the least important text (the body copy) is in the smallest and lightest type. Body copy also needs to be in a simple font (not script or decorative) so that it can be easily read.

Bullets and Emphasis

Use *italics* or bold for emphasis, not all capital letters. Use bullets or numbers to offset important points like those below:

- Use bullets or numbers to offset important points.
- Bullets should be solid and bold.
- Do not use asterix, complex windings or symbols.
- Use small space between your bullet and text.

Designers strive to create “type hierarchy.” A “hierarchy” is “a system or organization in which people or groups are ranked one above the other according to status or authority.” Here we see the most important type is the largest—the headline. The subheadings are much smaller and simpler, but still larger and bolder than the body copy, which is the smallest type on the page. Bullets provide emphasis and organization of the smallest points. Type hierarchies bring organization to the page and allow easy reading and scanning.

Quiz Yourself

- Conflicting type is type that is too

- A. different
- B. similar

Look at the last slide for the answer.



Here are some tutorial examples.

AVOID (hard to read)

ALL CAPS FOR LENGTHY TEXT (it's hard to read)

SCRIPT FONT IN ALL CAPS (it's hard to read and not natural)

OUTLINED TYPE (it's distracting)

distorted type (e.g., pulled vertically or horizontally)

reverse type (Use sparingly with dark background / white text.)

These font styles should be avoided because they are hard to read or distracting.

FAST FASHION FONTS

Here are some tutorial examples.



Fonts are like shoes. You can never have too many. 😊

Hunt for some lively display fonts. Make sure they're bold enough for display type, and use them sparingly.

Everyone needs some cool go-to:

- Script fonts
- Playful fonts
- Futuristic fonts
- Elegant fonts
- Modern fonts
- etc.

Font Trends

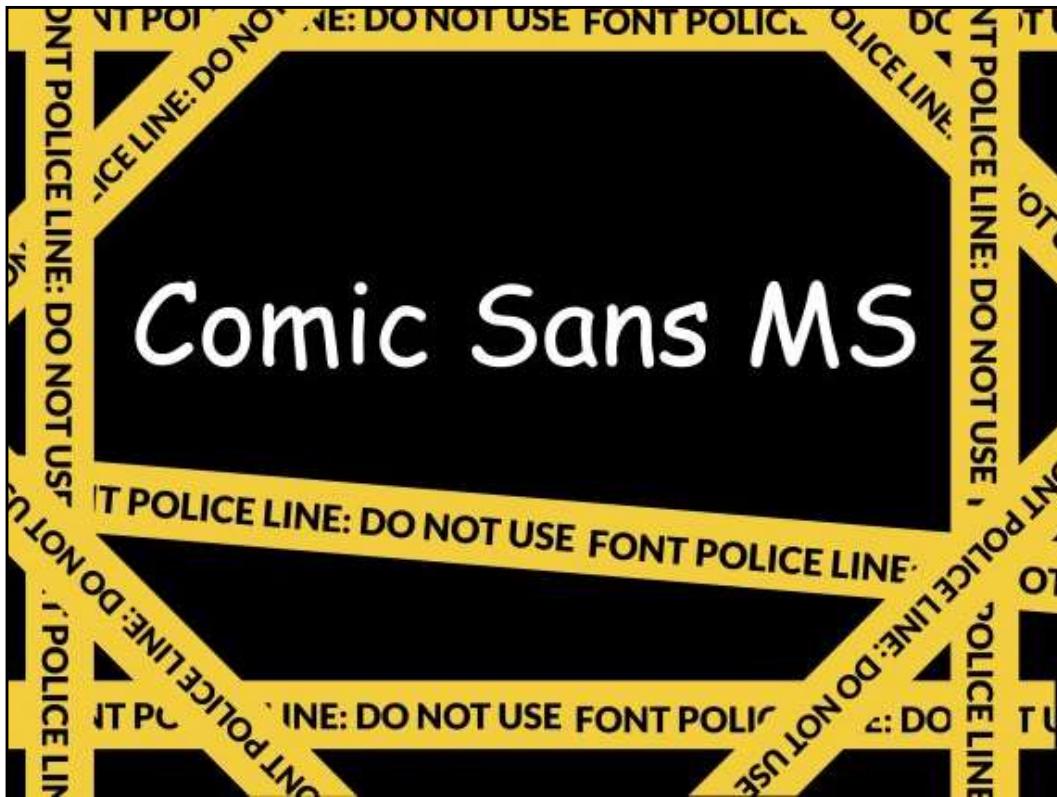
Fonts go in and out of style like fashion.
Learn the trends.





BEWARE

Beware a lot of fonts that come standard on your computer. Many have been there since PC's were first invented, and they're way out of style. Here's a link to fonts to avoid and some slides to show them.
<http://www.1stwebdesigner.com/design/fonts-to-avoid/>.



Why? Let me count the ways.

The quickest answer is: it has been overused by amateurs and looks childish.

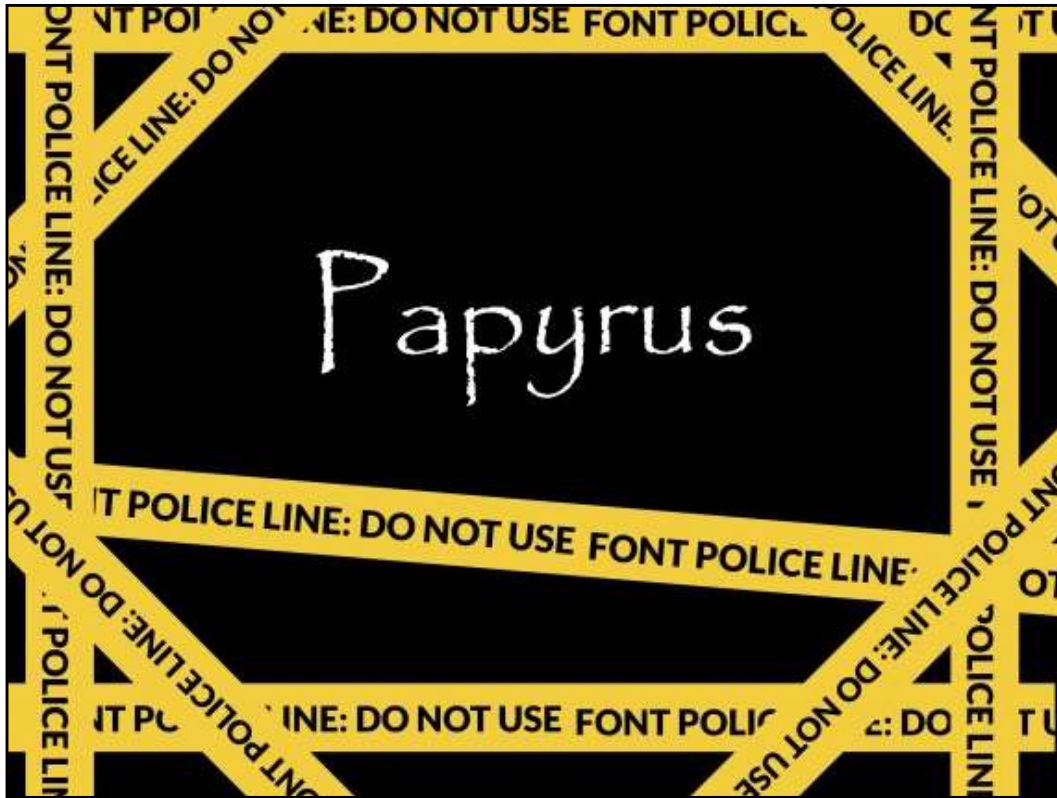
Here's the longer answer:

- 1) It was invented in 1994 by Vincent Connare to be used in speech bubbles for children. People thought it was "cute."
- 2) It came free on MS products, so people started using it for . . . everything (office Christmas party fliers, etc.)
- 3) It's now associated with amateur work, no matter what the purpose.
- 4) It's too decorative for body copy and too thin for display type, so there's no way to use it.
- 5) It has a childish look, which is rarely appropriate (even if there were a way to use it, which there isn't).
- 6) It's a poorly designed font; for example, the space between letters is not always consistent.
- 7) Comic book artists don't use it because it presents all kinds of problems (lacks certain characters; kerning inconsistent; etc.).

Never use it. Google it.



Apple killed this one. It was the first script font ever on a personal computer—so it was the ONLY script font for a very long time and therefore extremely overused. Brilliant, but we got over it decades ago.



It took Chris Costello 6 months to draw the letters of this font in 1983. It was so amazing that everyone used it. All the time. It was a stunning, fabulous font then (I remember cuz I was alive). Now it's out of style. And not in a cool retro way. But first-time designers don't know that—so they use it by accident. Which means it's actually started to come back in style. Weird.



This font was amazing when it was invented in 1995. Stop it!



Only use this if you want to look like a typewriter font. The spacing is inconsistent, and it's hard to read, so it's not appropriate for body copy, and it's too thin for display type. There's no use for it except screenplays still use it to preserve the traditional feel of the typewriter.



Times New Roman is WAYYYYY overused and therefore the most boring font you can choose. Designers never use it. Ever. They sometimes even call it “disgusting,” “insulting,” etc., because they believe it signals lack of thought or is used as a placeholder until the “real” font is found.

Try: Garamond, Goudy, Book Antigua, Palatino, Georgia, etc.



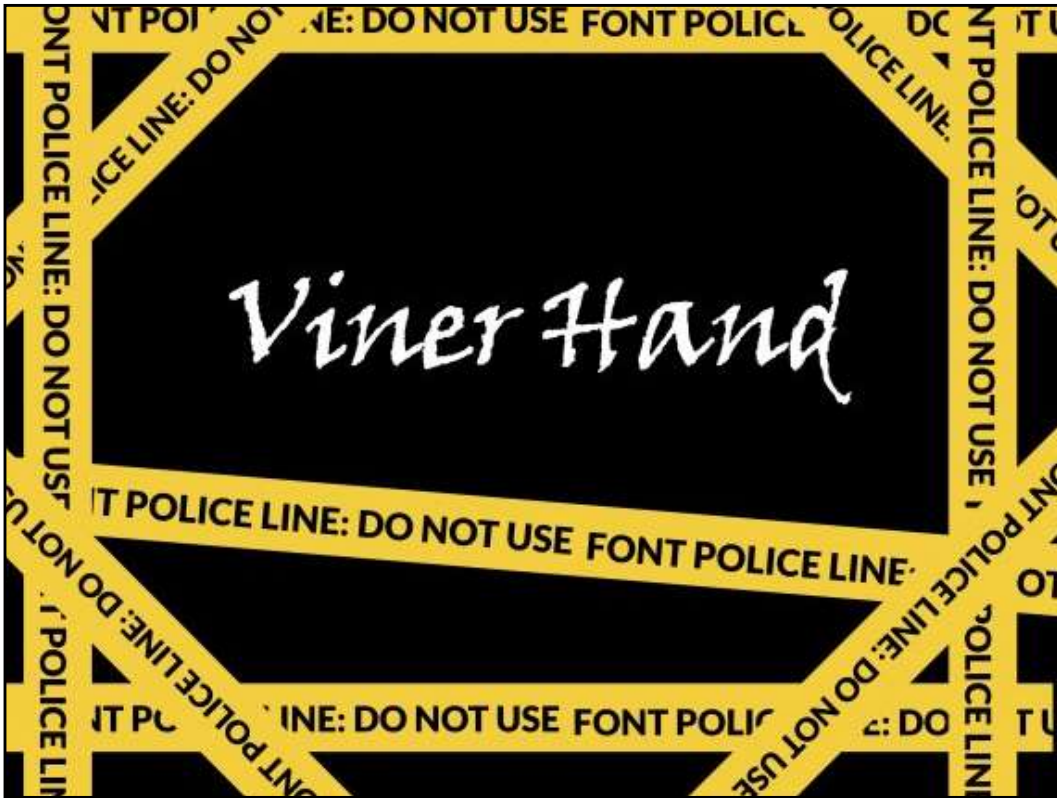
“If you have Helvetica, don’t settle for Arial.” Arial is popular because it’s free, but it has also become overused, and it’s not the easiest sans serif font to read. Better fonts are: Helvetica, Verdana, Trebuchet, Tahoma, Calibri



This or other handwriting fonts are usually not functional. They're not bold enough to be used as a script font for display type, yet they're too decorative to be used for body copy, etc. The only uses tend to be personal letters and journal-writing.



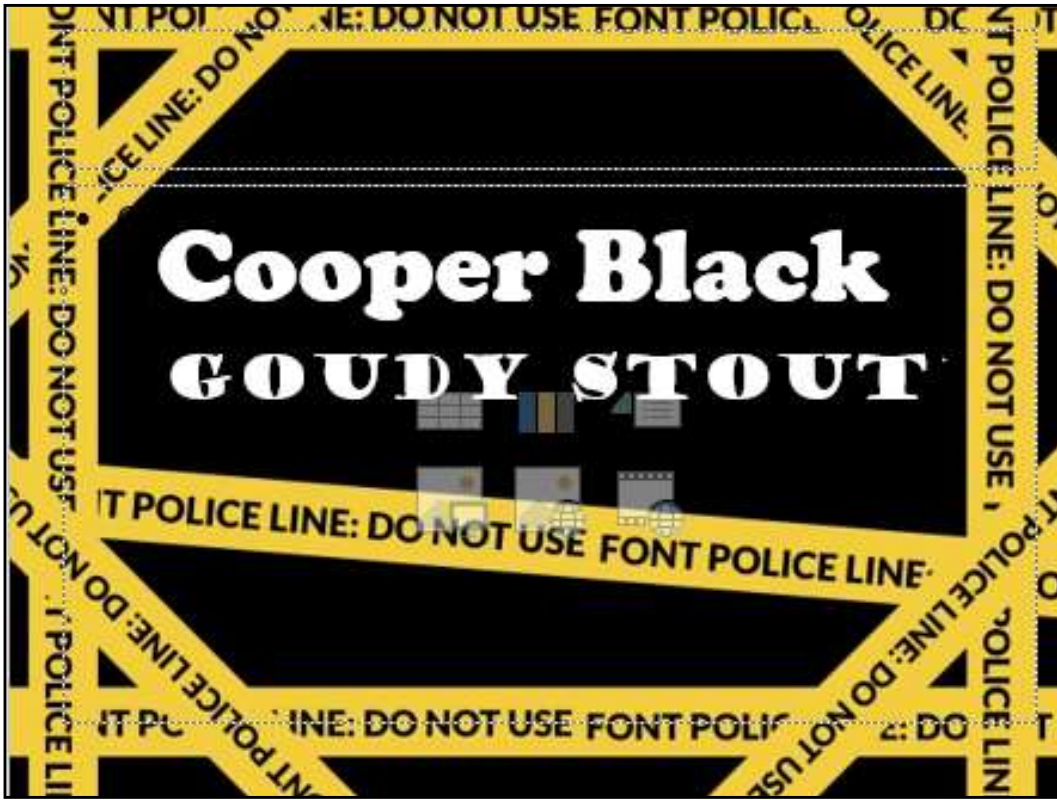
Difficult to read and the letters don't connect.



Known as the over-used goth wannabe font



. . . and other chunky inelegant fonts should be avoided.



Such as these.



Only use this if you're stamping a crate.



AVOID Any Poorly Designed Fonts

- Anyone can create a font, but few people know how to create them professionally, with consistent letter forms, kerning, metrics.
- Use Adobe TypeKit or Google Fonts when possible.

REVIEW Q's

ALL CAPS FOR LENGTHY TEXT (it's hard to read)

SCRIPT FONT IN ALL CAPS (it's hard to read and not natural)

OUTLINED TYPE (it's distracting)

distorted type (e.g., pulled vertically or horizontally)

reverse type (Use sparingly with dark background / white text.)

These font styles should be avoided because they are hard to read or distracting.

REVIEW: Identify Key Characteristics of Each Font Family

Slab Serif

Sans Serif

Old Style

Modern

Decorative

Script

Optima

Explain the key characteristics of each font family.

Times Roman belongs to what type family? What characteristics demonstrate that?

Ariel belongs to what type family?

What characteristics demonstrate that?

What defines a “Modern” font?

What font families are for display type only?

What font families are best for body copy?

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Slab Serif
Sans Serif
~~Old Style~~
Modern
Decorative
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Ariel belongs to what type family?

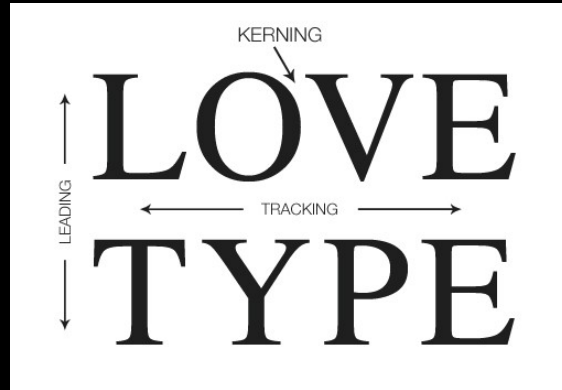
What characteristics demonstrate that?

What defines a “Modern” font?

What font families are for display type only?

What font families are best for body copy?

Leading, Tracking, Kerning



Three important concepts in typography are leading, tracking, and kerning.

Q: Leading
is the space
between. . .

- A. baselines (vertically)
- B. letters and words (horizontally)
- C. letter pairs (individually)



Leading

ANSWER: Leading is the space between baselines of type.

Here's how the term originated (to help you remember):

In the olden days, lead had to be added to

increase the vertical space when laying out type.

This is normal leading for this size and family of font.

Sans serif type usually needs a little wider leading

to be legible than serif type does.

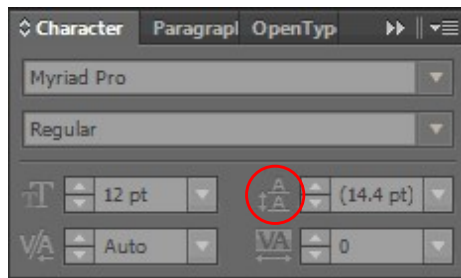
This is wide leading, used for dramatic effect.

Short blocks of text can have increased leading

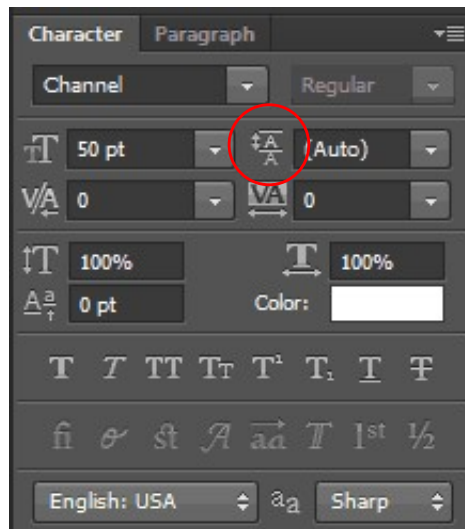
Like this. Often wide leading is found in text

that sits on top of color blocks..

Illustrator: Leading



Photoshop: Leading



The “Character” palette in Illustrator and Photoshop control them.

Q: Tracking
is the space
between. . .

- A. baselines (vertically)
- B. letters and words (horizontally)
- C. letter pairs (individually)

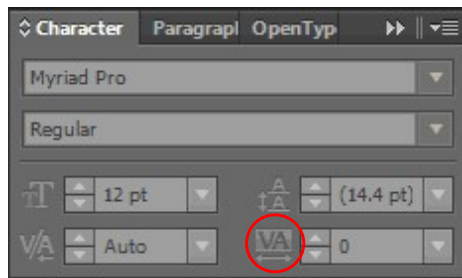


Tracking

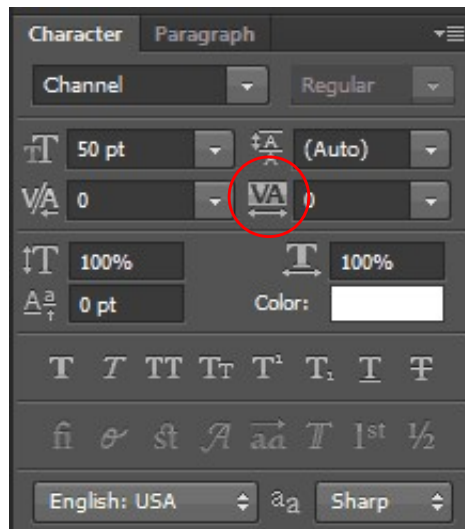
Tracking is the consistent spacing between letters throughout lines of type. This is an example of increased tracking.

This is normal tracking. When you loosen your tracking, its also a good idea to increase leading.

Illustrator: Tracking



Photoshop: Tracking



The “Character” palette in Illustrator and Photoshop control them.

Q: Kerning
is the space
between. . .

- A. baselines (vertically)
- B. letters and words (horizontally)
- C. letter pairs (individually)



Kerning

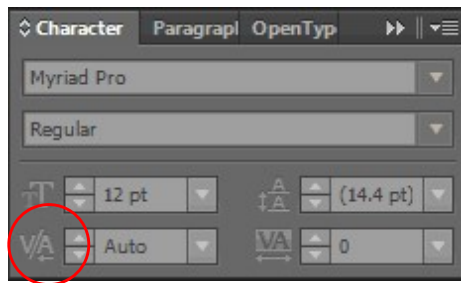
Kerning is the space between letter pairs.
All type 20 points or higher needs to be hand kerned.
Tight kerning is preferred to loose kerning, generally.



Watermelon
Watermelon

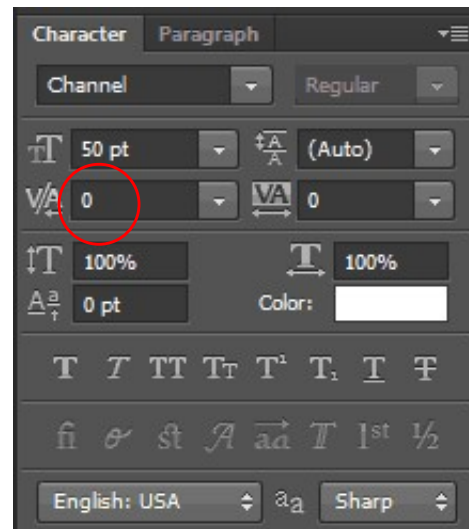
It's hard to believe that the space between the "W" and the "a" is the same width as the space between the "m" and the "e" beside it, but that is because the shapes of these letters paired together give very different optical illusions.

Illustrator Kerning



To adjust kerning in an Adobe program, place cursor between letters, and use Alt+Left/Right Arrow (PC) or Option+Left/Right Arrow (Mac)

Photoshop Kerning



The “Character” palette in Illustrator and Photoshop control kerning; however, professionals use the short cut above.

“Wait, what’s the difference between tracking and kerning?”

Kerning is space between letter pairs that has to be adjusted to correct optical illusions of space (see below).



Tracking is space between all letters in a line of type. It can be increased or decreased for dramatic effect (see above).

Quiz Yourself

- The space between baselines is:
A. Leading, B. Tracking, C. Kerning



Practice Kerning

- In Adobe Illustrator, type the word “Train” at 40pts or larger.
- Place your cursor between the “T” and the “r.”
- With your left hand, hold down the “Alt” key.
- With your right hand, tap the left arrow key several times.
- Use the same technique to tightly kern the other letter pairs.

Quiz Yourself

- The consistent spacing between letters throughout lines of type is referred to as:
A. Leading, B. Tracking, C. Kerning



Questions Designers Always Ask

5

- What font and why?
- What point size and why?
- What color and why?
- What size leading, tracking, kerning and why?

Quiz Yourself

- Identify 3 things to avoid with type.



Quiz Yourself

- Identify the true statement:
 - A. A type hierarchy is a system for organizing type that establishes an order of importance
 - B. The most important type typically appears in the largest, heaviest weight;
 - C. the least important text (the body copy) is in the smallest and lightest type.
 - D. All of the above.

Quiz Yourself

- True or False: Letter forms carry emotional impact.



EXERCISE

Using Google Fonts or Adobe TypeKit

GROUP 1 and 2

- Find a contemporary script font you love. Write a large word with it and kern it. What mood does this font communicate?
- Find an old style font you love (not arial or myriad pro or verdana or Helvetica). Write a paragraph with it, with wide leading. What mood does this font communicate?

Group 3 and 4

- Find a decorative font you love. Write a large word with it and kern it. What mood does it communicate?
- Find a sans serif font you love (not Times). Write a paragraph with it and apply wide leading. What mood does this font communicate?



Questions?

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