# Chapter 4 Outline:

Chapter 4: Typography

Typeface The design of a single set of letter forms, numerals, and signs unified by consistent visual properties. These properties create the essential character, which remains recognizable even if the face is modified by design.

Type style Modifications in a typeface that create design variety while retaining the essential visual character of the face. e.g. bold, italic

Introduction to letter form terms: ascender, descender, serif, baseline, x-height, etc
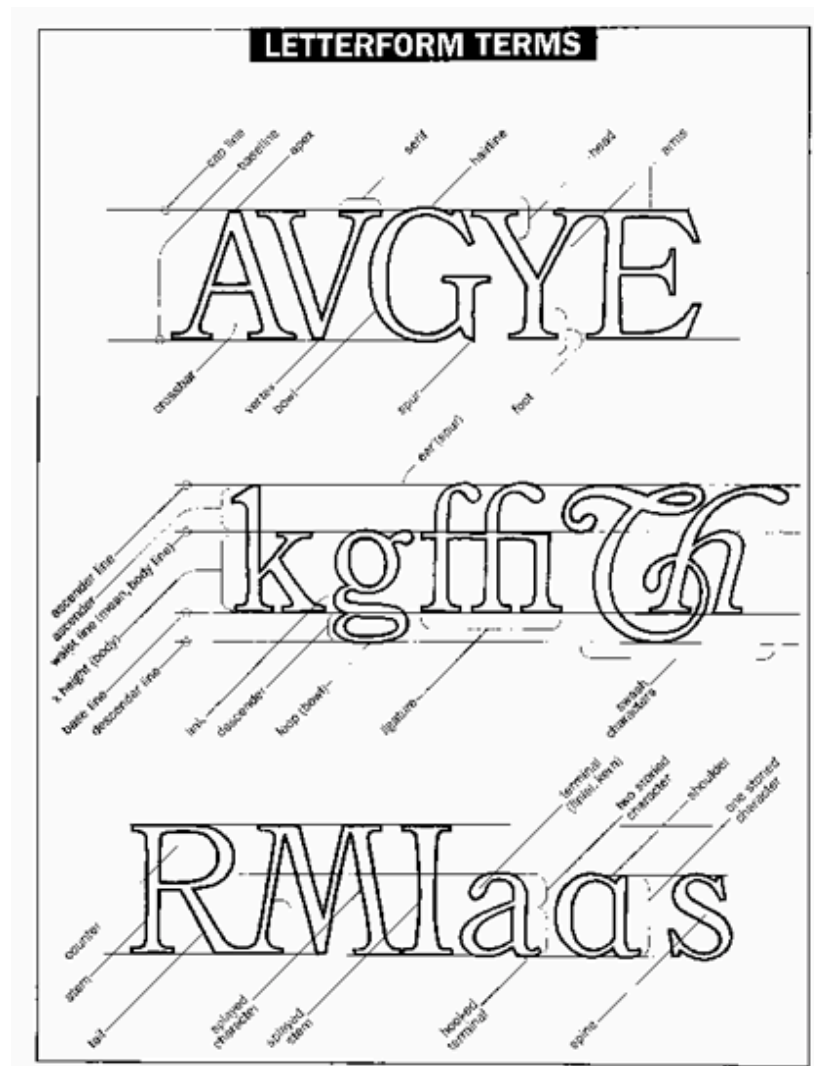
Introduction to classifications of type: Old Style, Transitional, Modern, San Serif, etc.

The principles of design applied to type: emphasis

When typographic elements are arranged according to emphasis, most often there is a focal point.

When creating emphasis with typography, consider: Position, Rhythm, Color contrast, Size contrast, Weights of the type, Initial caps, Roman vs. italic

Type alignment
The primary type alignment options are as follows:
Flush left/ragged right: text that aligns on the left side and is uneven on the right side
Justified: text that aligns on the left and right sides
Flush right/ragged left: text that aligns on the right side and is uneven on the left side
Centered: lines of type centered on an imaginary central vertical axis
Asymmetrical: lines composed for asymmetrical balance — not conforming to a set, repetitive arrangement

The principles of design applied to type: unity

To establish unity in a typographic design, consider:

• Choose typefaces that complement each other.
• Use contrasting styles, faces, and weights, rather than using similar faces.
• Typefaces with pronounced or exaggerated design characteristics seldom mix well.
• Avoid mixing two or more sans serif typefaces in a design.
• Establish harmonious size relationships.
• Determine how the size and choice of typefaces will work with the visuals.
• Establish correspondence and alignment.

Spacing

The three types of spacing to control
Letter spacing: The space between letters
Word spacing:The space between words
Line spacing: The distance between lines of type

Summary

• Typography is the design of letter forms and the arrangement of them in two-dimensional space (for print) and in space and time (for digital media).

• For both print and digital media, visual communication professionals must consider some fundamental issues of form and structure, design, message/content, and expression.

• When arranging typographic elements, you should consider balance, emphasis, rhythm, unity, positive and negative space, and the manipulation of graphic space to create illusion.

• Consider form, direct and secondary meanings, and graphic impact.

• Considering the subtle, precise relationship of type and visuals in a design solution is crucial to creating visual messages with impact.