

Typography 101

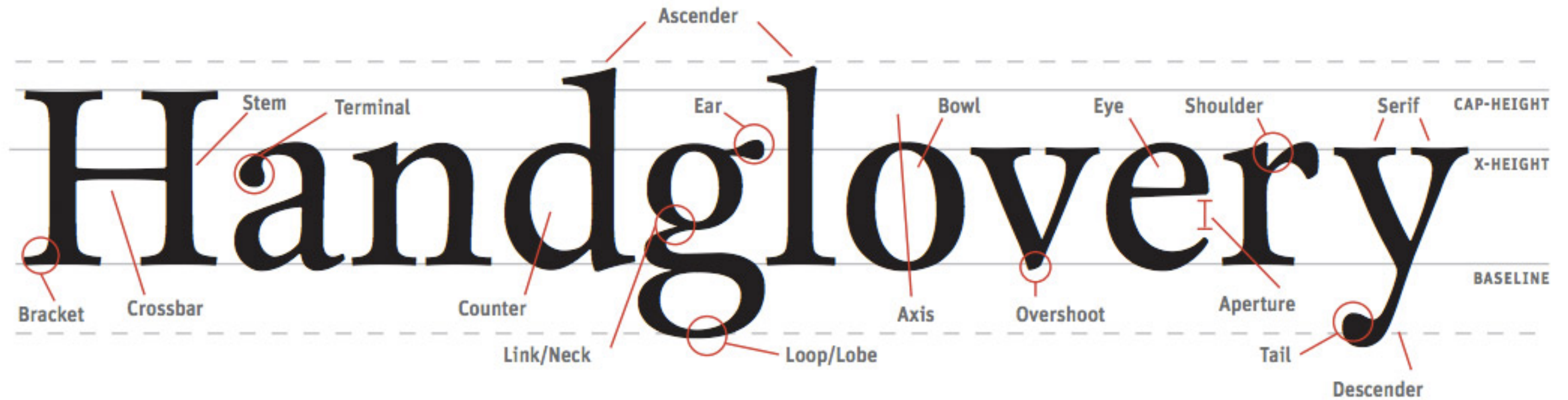
or at least the good parts

What is Typography?

- + Simple: selecting & setting type in your design
- + Better: choosing typefaces that relate to your client/project
- + More Better: specifying type that enhances your design and amplifies its message & meaning
- + Even Betterer: Setting that type in a way that helps convey meaning & intent wherever it is seen

Anatomy of Letterforms

Quick Reference



Handglovery

Type Styles & Classifications

+ Serif

+ Sans-serif

+ Slab serif

+ Monospaced

+ **Display**

+ *Script*

+ Blackletter

+ Handwriting

Type Selection

- + Tone (Formal vs Informal)
- + History
- + Origin/Ethnic Relationship
- + Intended Use

Type Pairing

- + Matching qualities (oval/round, wide/tall, thick/thin)
- + Related history (time/place)
- + Designer
- + This takes the most time to develop ‘feel’

Print & Pixel Parity

- + Typefaces are becoming available
- + Still more rare online, so different stands out
- + Many print techniques are possible with CSS

Next:

Transitioning from Paper to Pixel