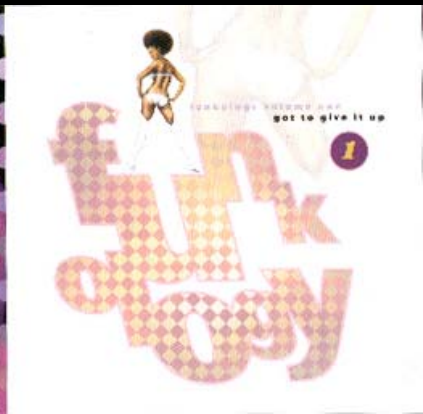
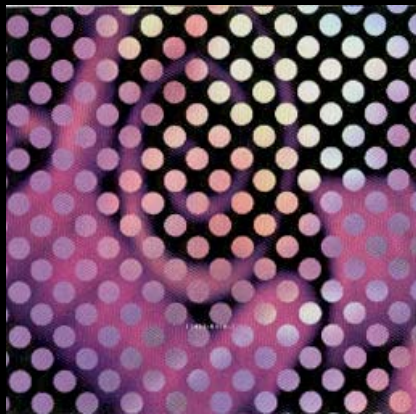
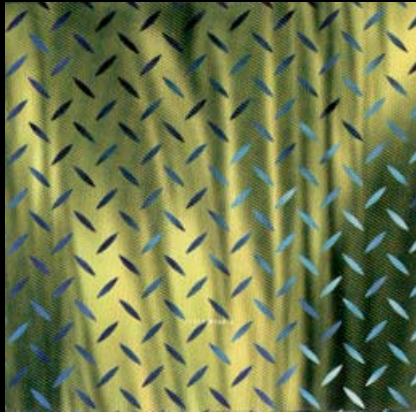
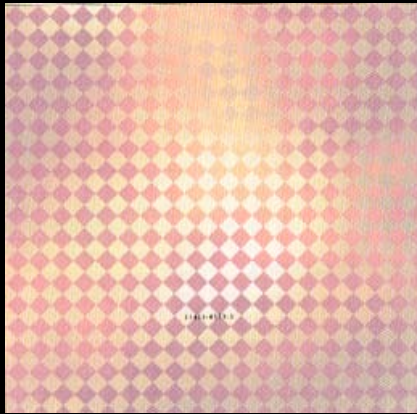


Designing With Type

A Basic Lesson in Typography



Smart use of type communicates its message clearly. The digital age has spawned legions of new designers, but the old rules still apply.

Everyone is affected by the use of typography.

-- *books, magazines, websites, posters,*
traffic signs, TV --

But few can articulate why a certain design
works or doesn't work.

Looking at the origins of the alphabet, and defining terms and measurements associated with typography, forms the basis for using type to clearly and efficiently communicate ideas.

The art of designing with type began in the West around 1455 when *Johannes Gutenberg* perfected the craft of printing from individual pieces of type.

From this early technology we draw a great deal of our current terminology.

Our alphabet is made up of distinct symbols that represent thousands of years of evolution.

Typography as a means of visual communication is made up of visual symbols that have their roots in:

- Primitive cave paintings
- Egyptian hieroglyphics
- Chinese characters

In the English language we use symbols based on the Roman alphabet:

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

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

As a designer you can simplify or embellish the letterforms, but if you alter their basic shape you will reduce their ability to communicate efficiently.

Anatomy of a Letter

All Roman letters have certain elements in common.

In type terminology we call the large letters *caps* or *uppercase*, and the small letters *lowercase*.

UPPERCASE

lowercase

Type Measurements

Points: Measures type size or point size. 12 points (pt) in one pica.

Picas: Measures the line length or measure. 6 picas in one inch.

Electronically fonts range from a size of approximately 6 to 72pt.

The purpose of written language is to communicate content and concepts. The typographers role is to facilitate comprehension and convey meaning.

Readability / Legibility

Readability refers to whether an *extended* amount of text – such as an article, book, or annual report – is easy to read.

Legibility refers to whether a *short burst of text* – such as headline, catalog listing, or stop sign – is instantly recognizable.

Kerning: The process of adjusting the space between individual letters.

Letter spacing / Word spacing:

Refers to the general of space between words in a large piece of text.

Typography

T y p o g r a p h y

Leading/ Line spacing:

The space between lines.

You take the point size of your type, say 12pt.

You take a (metaphorical) thin strip of lead, say 2pt.

You add the 12pts of the type size to the 2pts of the lead, and then you say you have a leading of 14pts.

Simply meaning: for 12pt type there are 14pts of space surrounding the line of type, above and below the baseline.

