

Designing With Type

A Basic Lesson in Typography

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.

Smart use of type communicates its
message clearly.

The digital age has spawned legions of new
designers, but the old rules still apply.

The purpose of written language is to
communicate content
and concepts.

The typographer's role is to facilitate comprehension
and convey meaning.

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.

Families of Type

Although the basic letterforms of the modern alphabet have changed very little since the days of ancient Rome, the appearance of written and printed letters have evolved over time.

Families of Type

Since the *invention of movable type in 1450*, all the way through today's digital display, designers have adapted letterforms and layouts to take advantage of the unique possibilities presented by each output device.

Families of Type

Typographic design has evolved due in large part to the capabilities and limitations of the printing technologies of the day.



Letter styles were greatly influenced by the social and artistic trends of the period, the printing technology of the day, and the widening distribution and changing applications of printed materials.



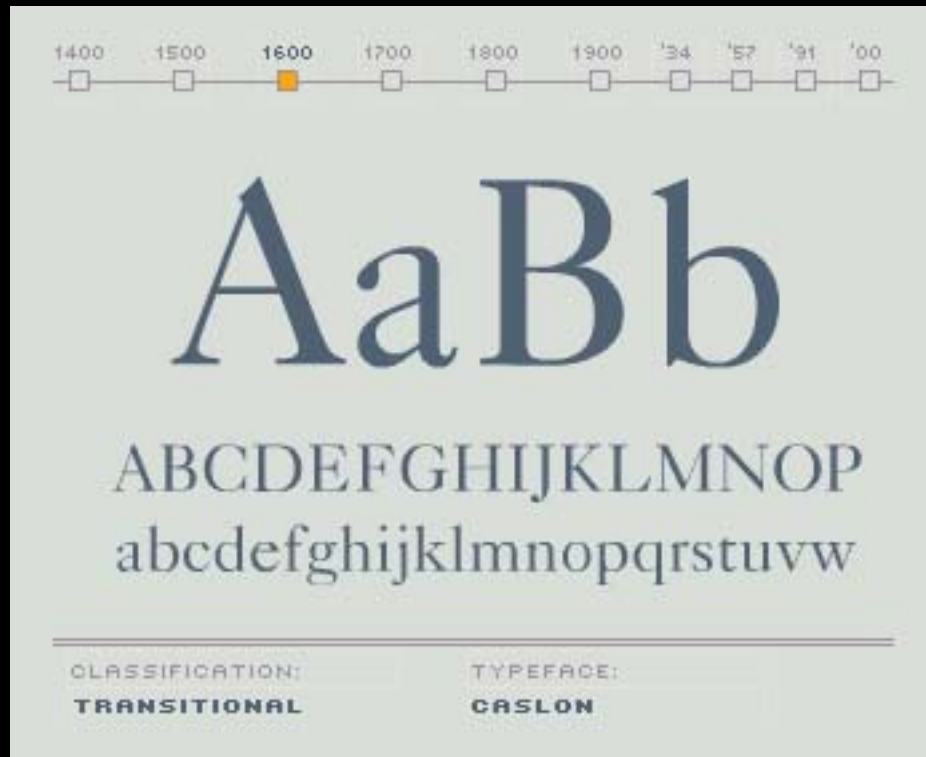
The typefaces on the next few slides were designed to grab a reader's attention and be legible at a glance.



Black Letter – 1400



Old Style – 1500



Transitional – 1600



Script – 1700

A horizontal timeline at the top of the specimen shows years from 1400 to 2000 in increments of 100. The year 1800 is highlighted with an orange square. Below the timeline, the letters 'AaBb' are displayed in a large, elegant serif font. Underneath, the full alphabet 'ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz' is shown in two rows. At the bottom, a horizontal line separates the classification and typeface information.

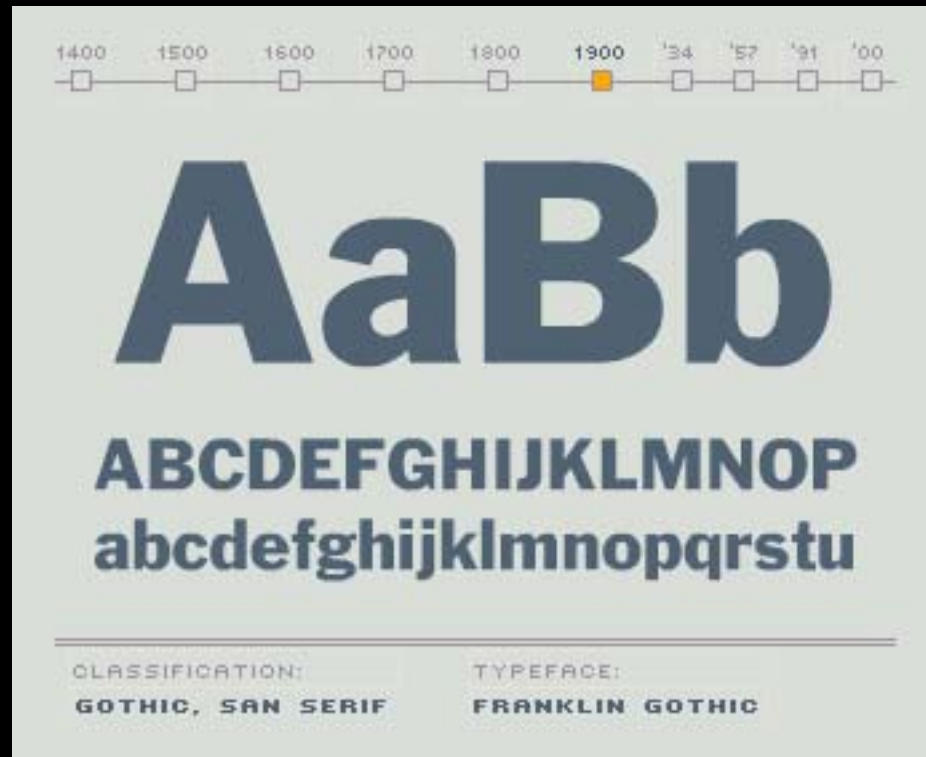
1400 1500 1600 1700 1800 1900 '34 '57 '91 '00

AaBb

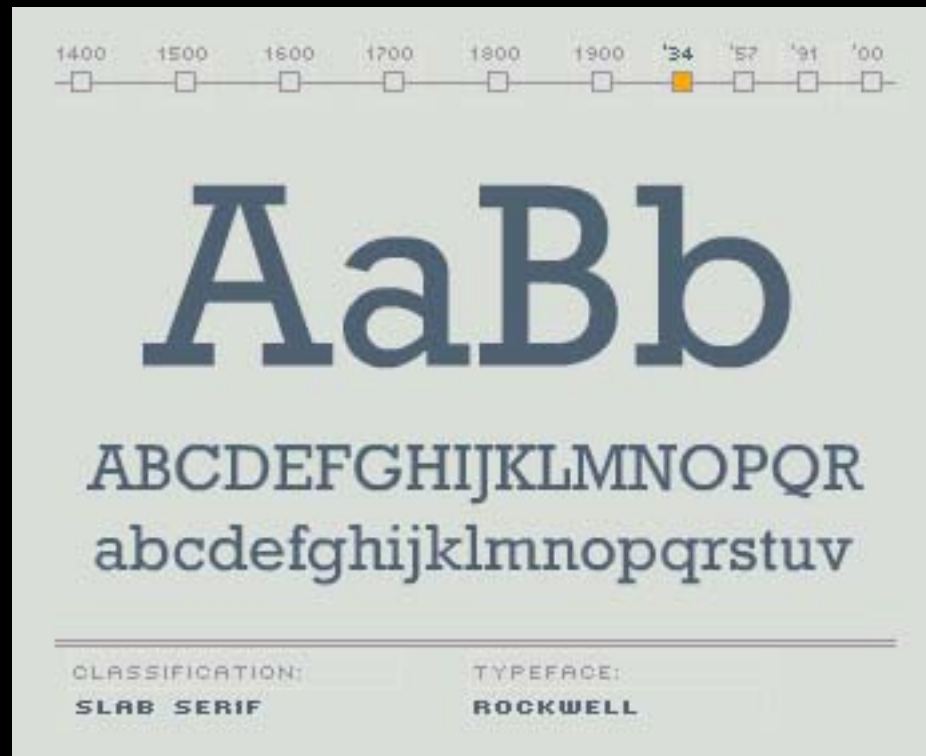
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

CLASSIFICATION: **MODERN** TYPEFACE: **BODONI**

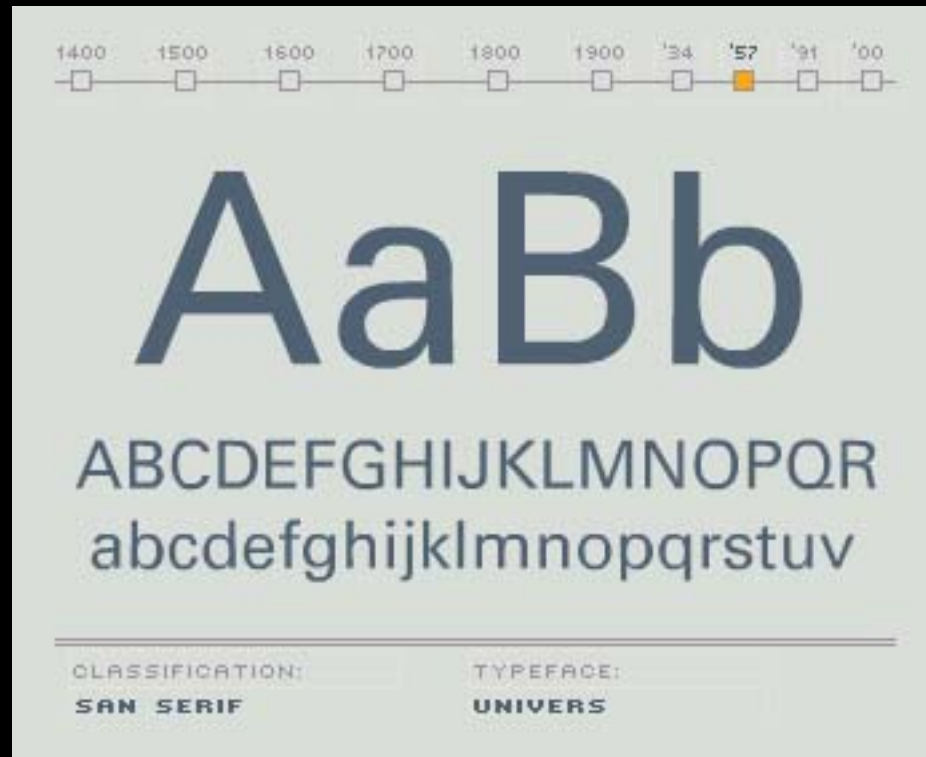
Modern – 1800



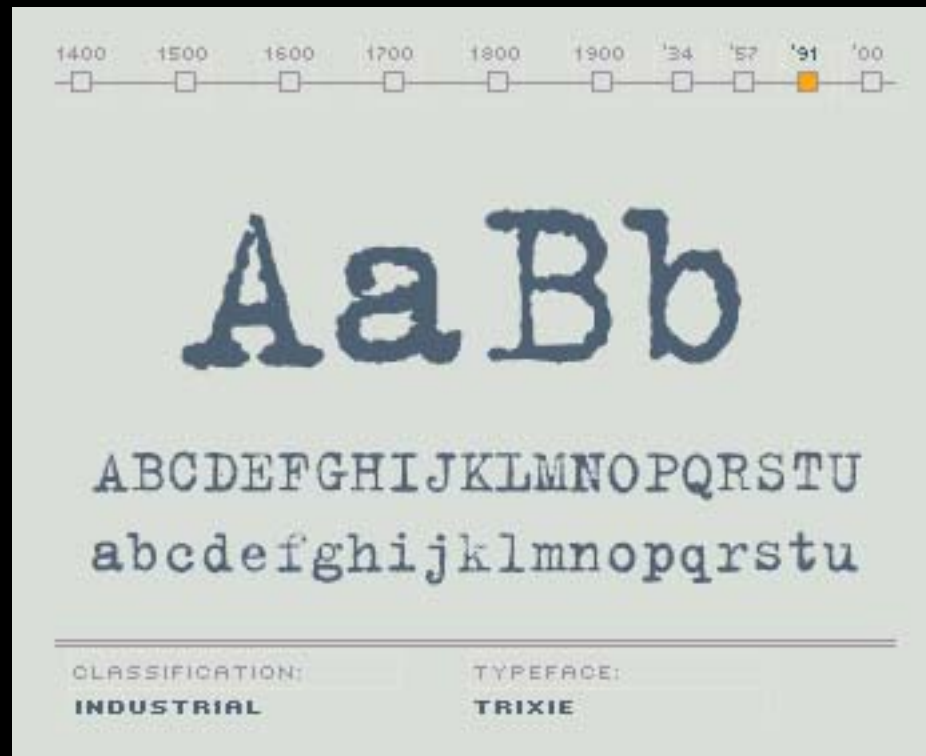
Gothic – 1900



Slab Serif – 1934



Sans Serif – 1957



Decorative – 1991



Pixel – 2000

Variations in Type

The varying of width and height of the letterforms

Regular:

The standard weight of a typeface, also referred to as *normal*.

Light:

A light version of the *regular* typeface. An extremely light version is referred to as *thin*.

Bold: A heavy version of the *regular* typeface.

Condensed: A narrow version of a *regular* typeface; particularly desirable if it is important to get more letters into a given space. Also referred to as *compressed* or *compact*.

Extended: A wider version of the *regular* typeface. Also known as *expanded*.