

A circular wreath of various botanical illustrations surrounds a central white circle. The wreath includes green ferns, a red maple leaf, a large green leaf, a branch with small pink flowers, a red leaf, and purple flowers.

# Typography

**Mrs. Smith**

**Photo 2**

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# Typography



Typography

Leading → consists of  
Letters  
called  
FONTS

Kerning ↓

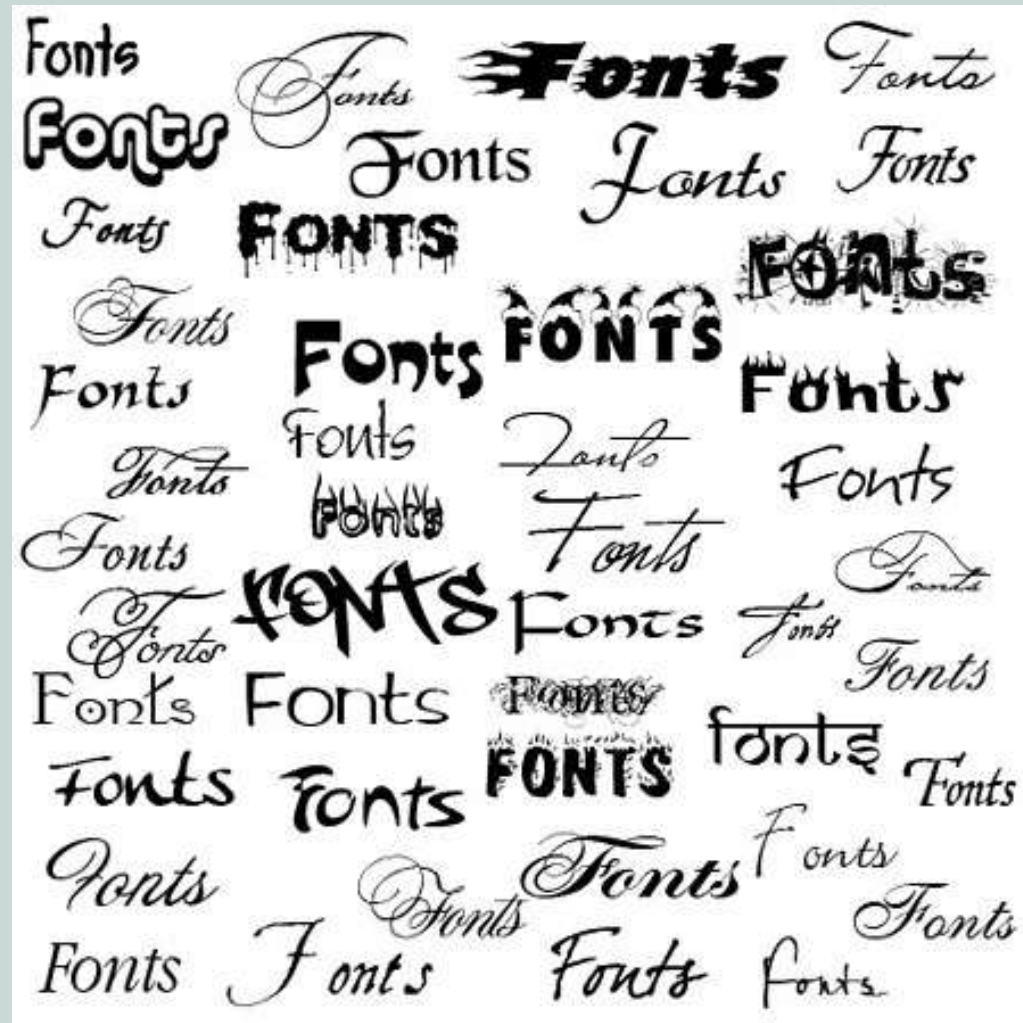
- **Typography is everywhere we look. It's in the books we read, on the websites we visit, even in everyday life—on street signs, bumper stickers, and product packaging.**

# What is Typography

Simply put, **typography is the style or appearance of text**. It can also refer to the art of working with text—something you probably do all the time if you create documents or other projects for work, school, or yourself.



# Common types of fonts



## Serif Fonts

Serif fonts have little strokes called serifs attached to the main part of the letter.

The word "Serif" is displayed in a large, dark blue serif font. Below the word is a small, light blue bow tie icon, centered under the text. The entire graphic is set against a solid teal background.

**Because of their classic look, they're a good choice for more traditional projects. They're also common in print publications, like magazines and newspapers.**

Sans serif fonts don't have that extra stroke—hence the name, which is French for **without serif**.



Sans

*“Without serif”*

This style is considered more **clean and modern** than serif fonts. Also, it tends to be easier to read on computer screens, including smartphones and tablets.

# Display Fonts

Display fonts come in many different styles, like script, blackletter, all caps, and just plain fancy.

*Script*

**Blackletter**

ALL CAPS

**Because of their decorative nature, display fonts are best for small amounts of text, like titles and headers and more graphic-heavy designs.**

# Choosing a font.....



In a way, fonts have their own language. They all have something to say beyond the words on the page. They can come across as casual or neutral, exotic or graphic. That's why it's important to **think about your message**, then choose a font that fits.



## Fonts to avoid



Some fonts come with **extra baggage**, including Comic Sans, Curlz, and Papyrus.

There's nothing particularly wrong with these fonts—they just have a certain reputation for being **outdated** and **overused**.

# Combining fonts

**Droid Serif**

***Lato***

**Lato**

## Old-Fashioned Shortcake

### ***Ingredients***

2 cups flour  
1/2 teaspoon salt  
2 tablespoons sugar  
4 teaspoons baking powder  
3 tablespoons shortening  
3/4 cup milk  
1 quart berries

Sift dry ingredients; mix in shortening.  
Add milk to make a soft dough, then  
smooth out lightly. Bake in greased layer  
cake tin for 20 to 25 minutes. Split,  
butter, and spread sweetened crushed  
berries or other fruit between layers.

When deciding which fonts to use, **less is more**. It's best to **limit yourself to one or two per project**. If you need more contrast, try repeating one of your fonts in a different size, weight, or style. This trick is practically foolproof for creating interesting combinations that work.

# Opposites Attract



Don't be afraid to **combine font styles** that are **different but complementary**, like sans serif with serif, short with tall, or decorative with simple.

It's in the details...

Important things to keep an eye out for.

**Kerning, Leading, Tracking, and Hierarchy.**

# Hierarchy

Hierarchy is used to **guide the reader's eye** to whatever is most important. In other words, it shows them where to begin and where to go next using **different levels of emphasis**.



# Hierarchy

Used to guide the reader's eye  
to whatever is most important

## Establishing hierarchy

Decide which elements you want the reader to notice first, then make them stand out. **High-level items** are usually larger, bolder, or different in some way. Remember to keep it simple and stick to just a few complementary styles.

**Myriad Pro Bold**

MYRIAD PRO SEMI-EXTENDED

Myriad Pro Regular

**Kenya Reed**

WEB DESIGNER

555.168.4982

kenya@reedweb.com

www.reedweb.com



# Leading

Leading (rhymes with wedding) is **the space between lines of text**, also known as **line spacing**.

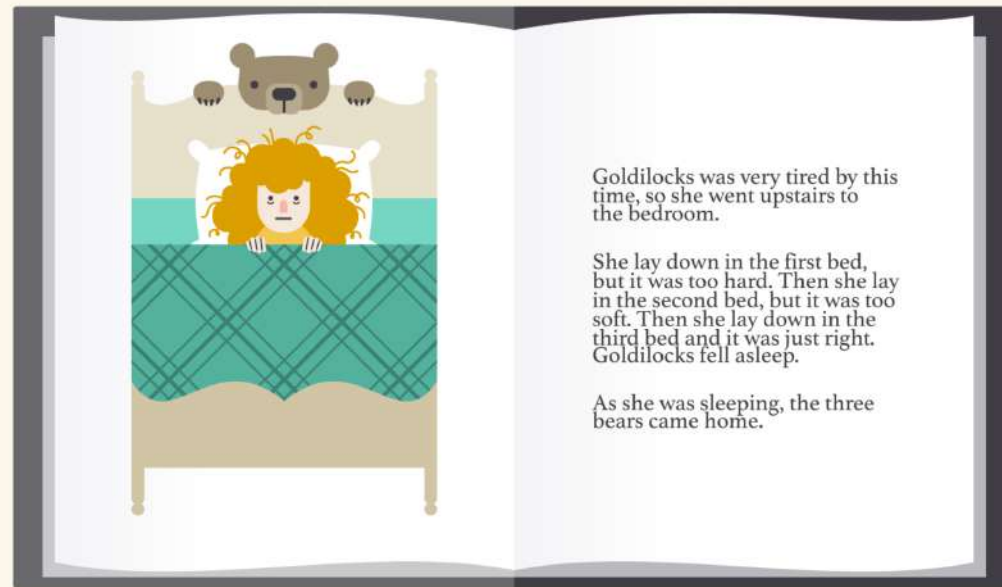
# Leading

The space between lines of text  
(also known as line spacing)

# Not sure on spacing?

**:TIP:** the default is usually fine.

The goal is to **make your text as comfortable to read as possible**. Too much or too little spacing, as in the example below, can make things unpleasant for the reader.



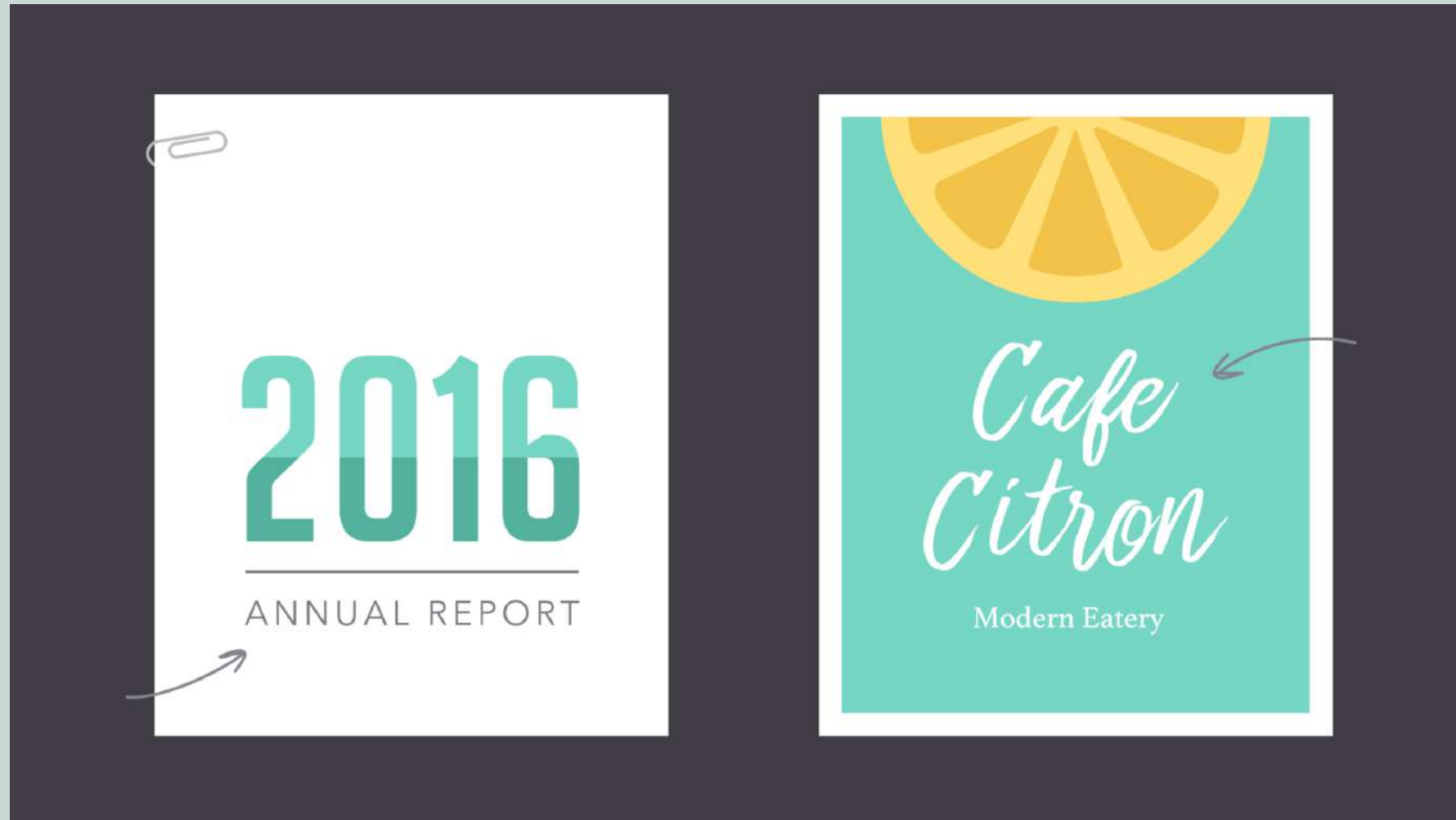


# Tracking

Tracking is the **overall space between characters**, sometimes called **character spacing**. Most programs let you condense or expand this depending on your needs.

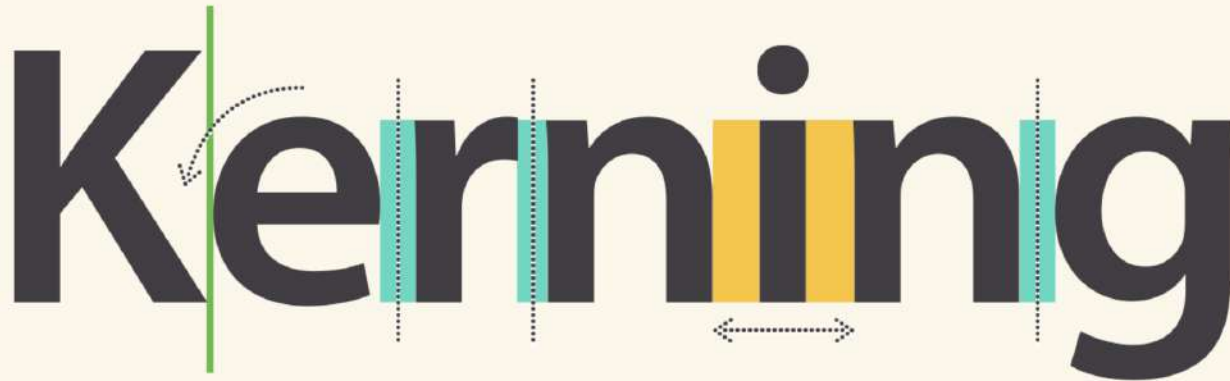


**In some designs, you might adjust your tracking to create a certain artistic effect. It can also help you fix fonts that are poorly spaced to begin with.**



# Kerning

**Kerning is the space between specific characters. Unlike tracking, it varies over the course of the word because each letter fits together differently.**



# Bad Kerning

**Making certain letters look** improperly spaced. **If a font you're using has bad kerning, it's best to cut your losses and choose** something else.



Bad Kerning

: (

The image shows the text 'Bad Kerning' in a dark blue font. Vertical tan lines are placed between the letters to show the spacing. The kerning is poor, with some letters being too close together and others too far apart. Below the text is a sad face emoticon ': ('.

# Beginning Graphic Design: Typography



<https://youtu.be/sByzHoiYFX0>