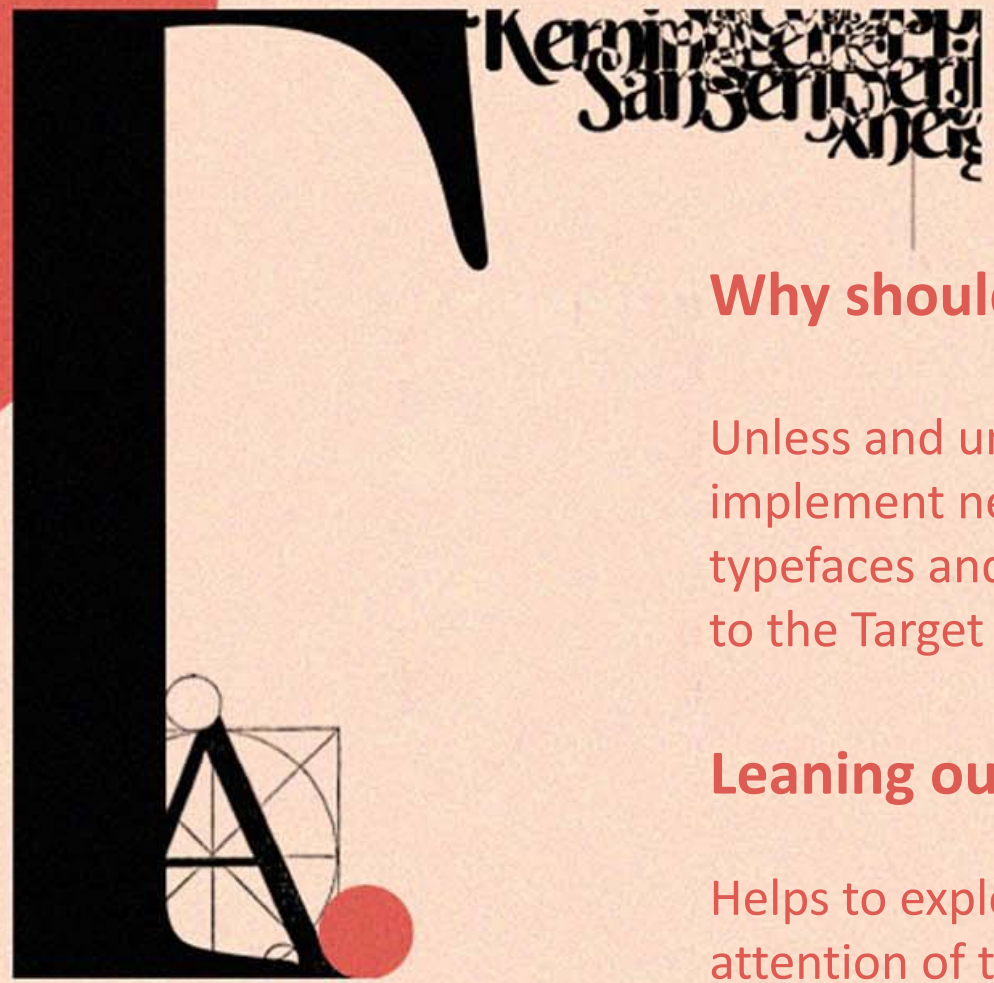
Basics of Typography 01

Semester: 3rd

Graphic Design

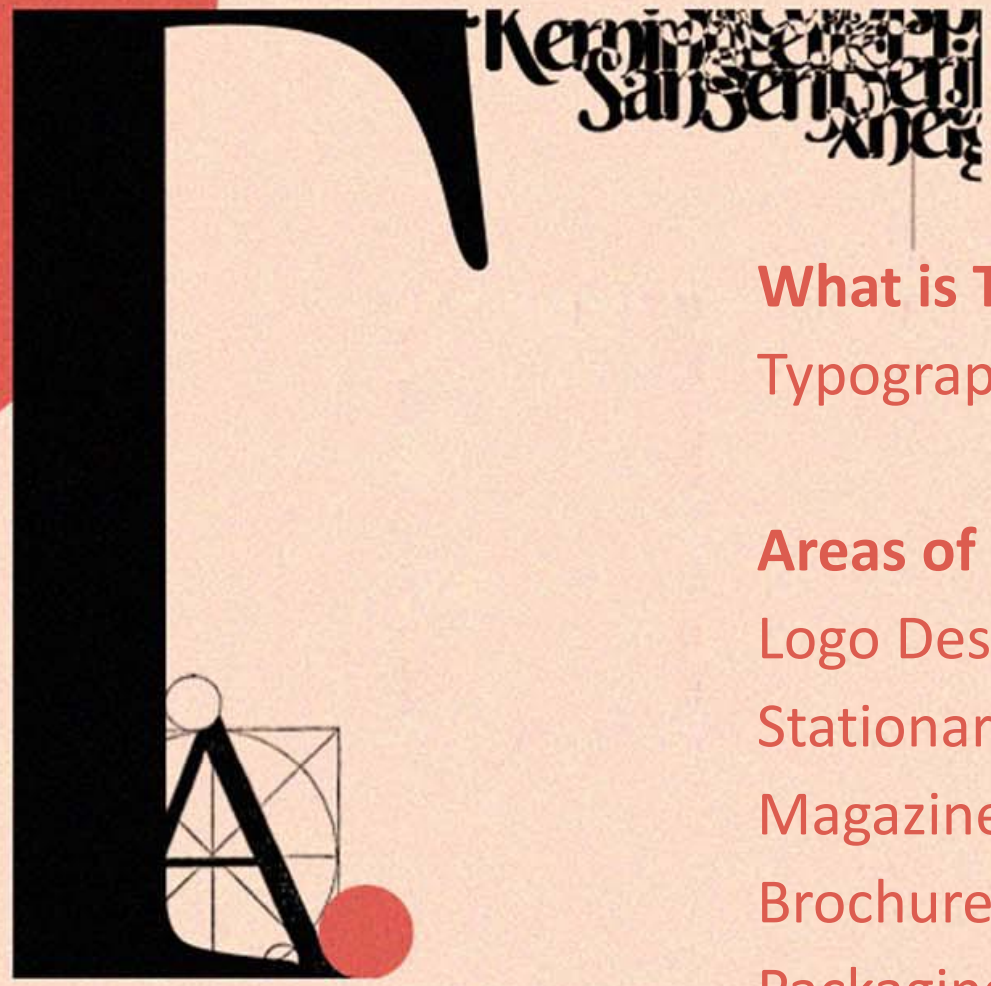


Why should student study / learn this?

Unless and until you learn the techniques you cant implement new and modern ideas. Understanding of typefaces and type styles will help you create attention to the Target Audiences

Leaning outcome:

Helps to explore and research perspective to attract the attention of target market or target group. Helps to position certian brands effictively.



What is Typography?

Typography is the visual art of creating written words.

Areas of using Typography?

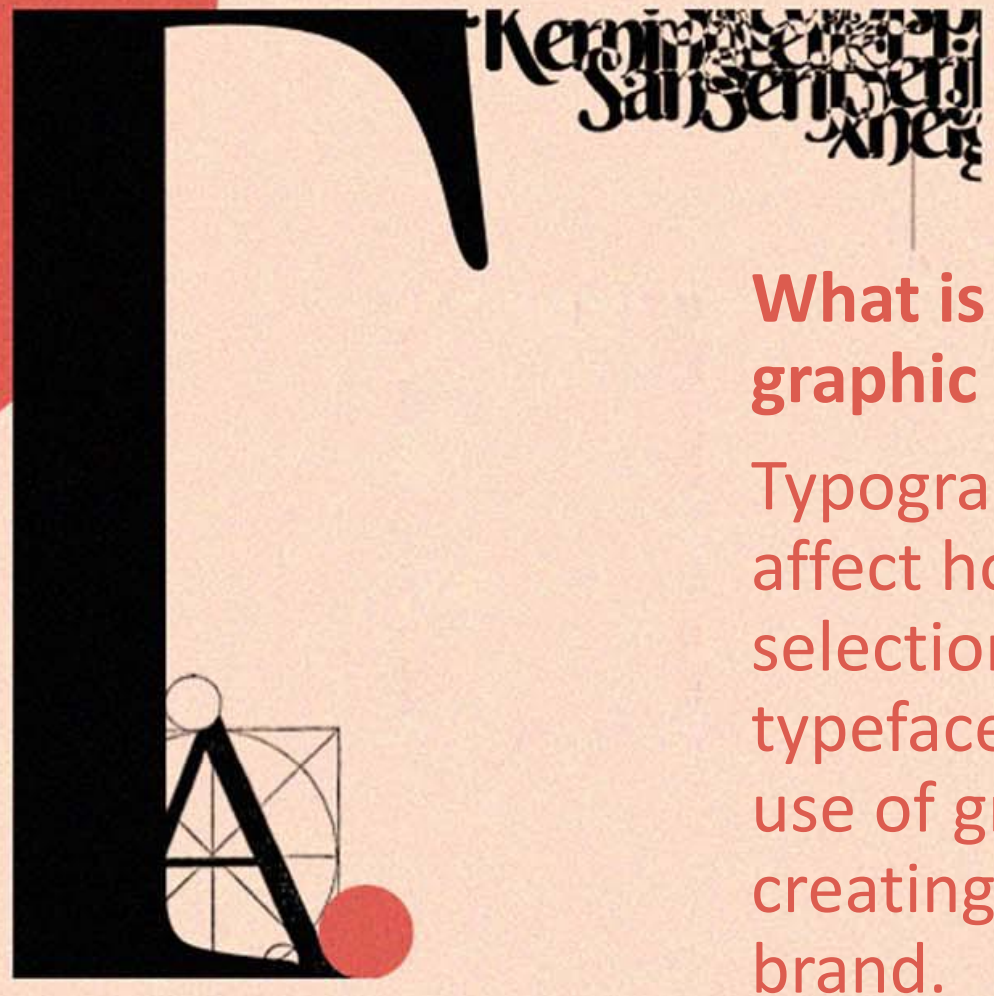
Logo Designing

StationaryDesigning

Magazine Designing

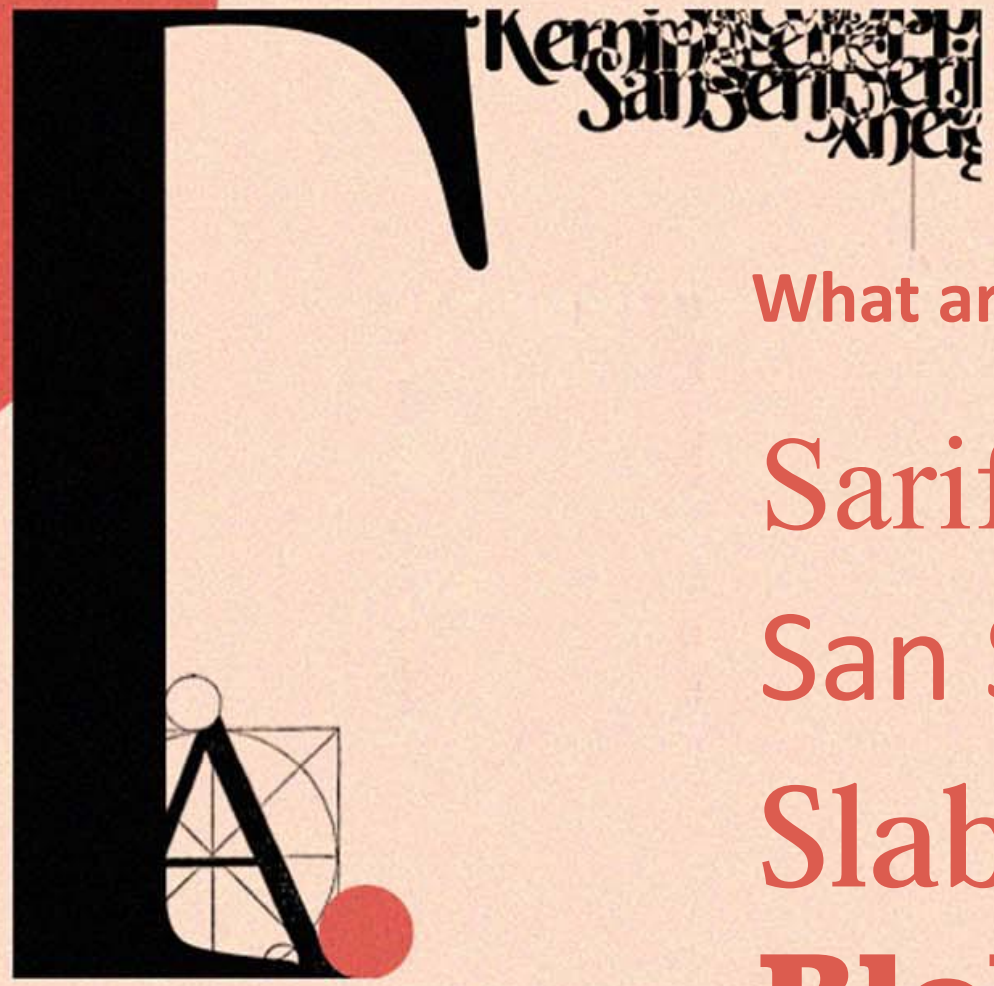
Brochure/Pamphlet Designing

Packaging Design



What is the importance of Typography in graphic design?

Typography in graphic design can strongly affect how people react to a design. Careful selection and consistent use of a chosen typeface can be just as important as the use of graphics, color and images in creating and solidifying a professional brand.



What are types of Sarif in Typography?

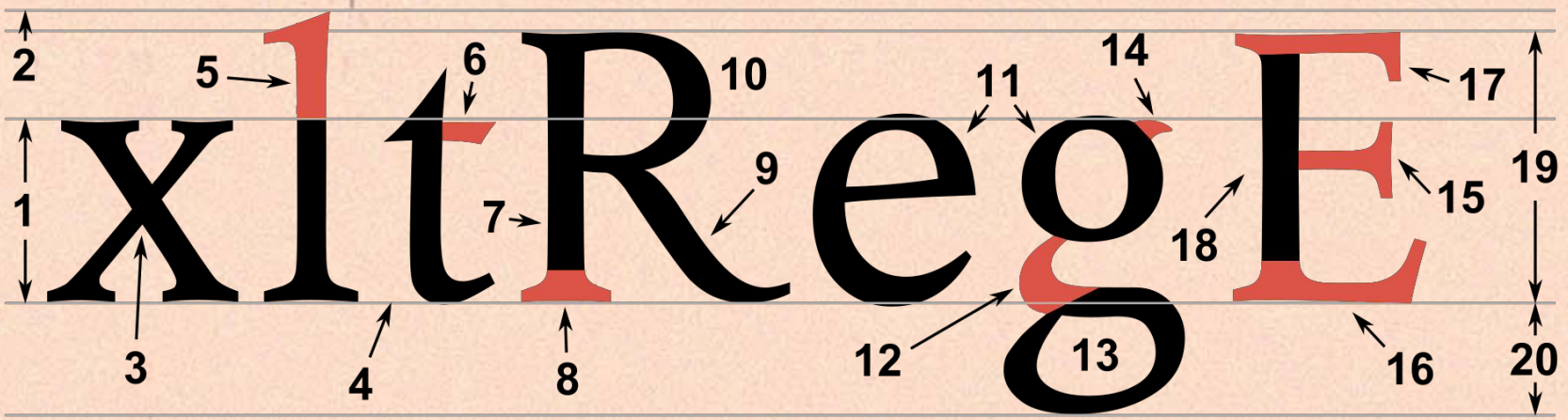
Sarif

San Sarif

Slab Sarif

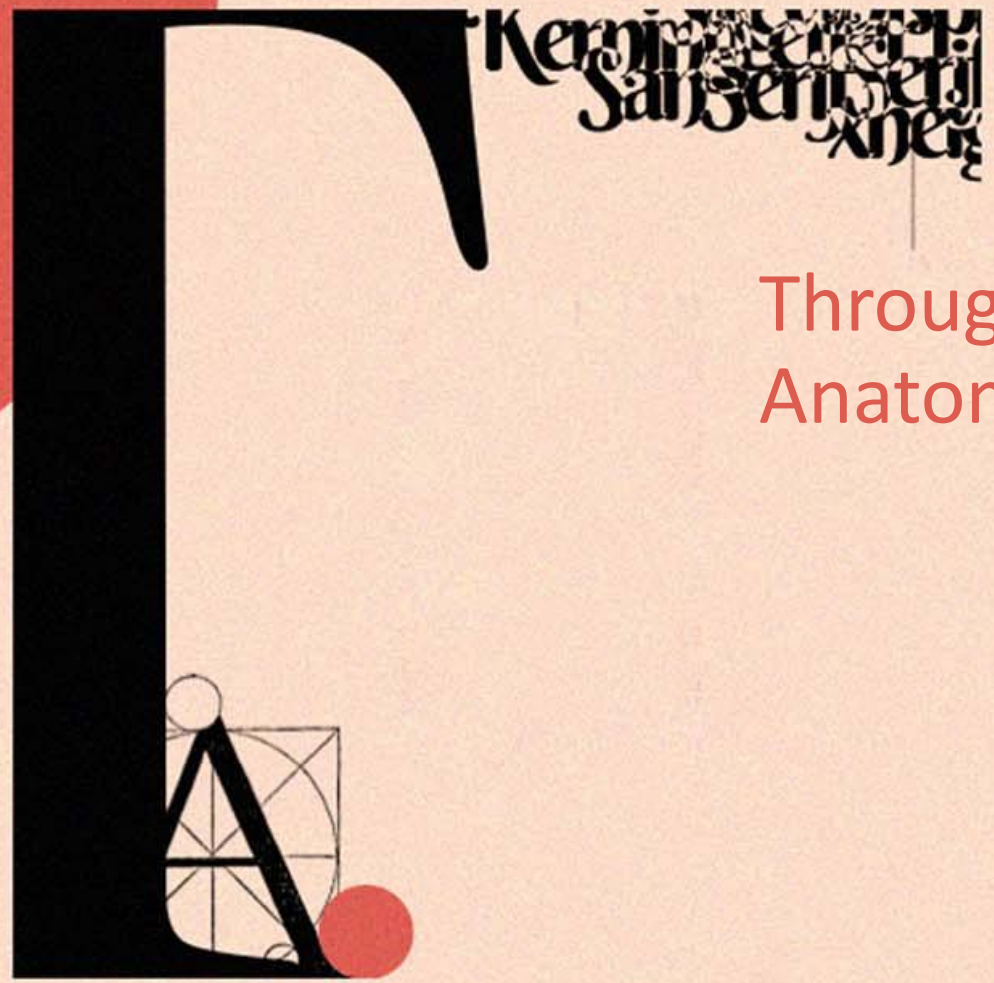
Blok Sarif

Anatomy of Typography



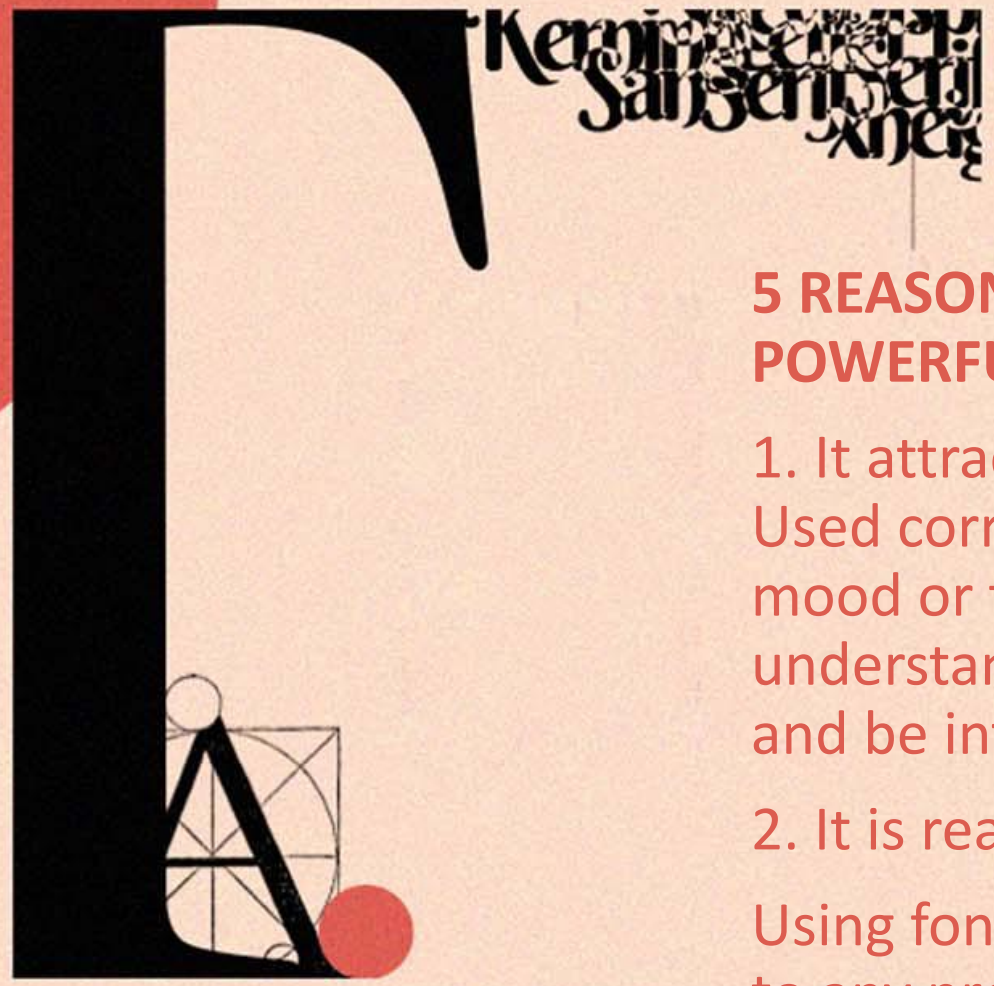
01) X-Height
02) Ascender line
03) Apex
04) Baseline
05) Ascender
06) Crossbar
07) Stem
08) Serif
09) Leg
10) Bowl
11) Counter
12) Collar/Link/Neck
13) Loop
14) Ear
15) Tie
16) Horizontal bar
17) Arm
18) Vertical bar
19) Cap Height
20) Descender Line

https://en.m.wikipedia.org/wiki/Typeface_anatomy



Practical Project 01

Throughly study and understand
Anatomy of Typography and its parts.

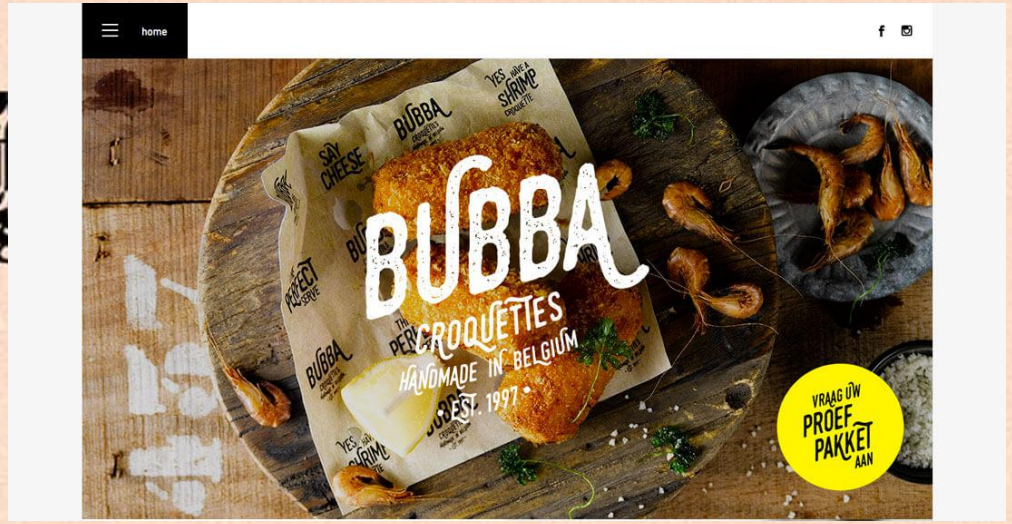


5 REASONS WHY TYPOGRAPHY MUST BE POWERFUL?

1. It attracts and holds the audience's attention. Used correctly, typography can convey a certain mood or feeling. The audience needs to understand what message you are trying to send and be interested in it.

2. It is reader friendly.

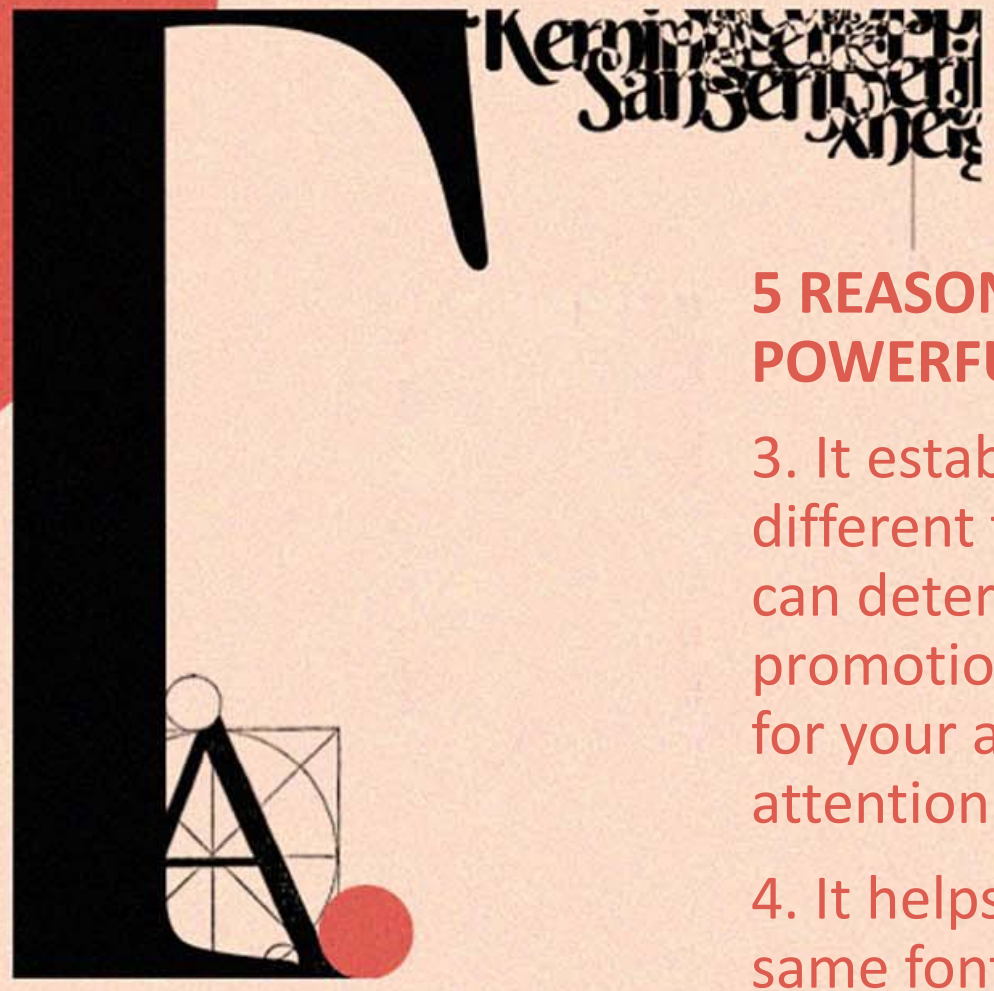
Using fonts that are clean and easy to read are key to any promote any brand. If fonts are too small or cramped together, your promotion will be immediately ignored.



Native Snaks with a Western Style of cooking

South American country define visual creativity

Native Snaks with a Western Style of cooking



5 REASONS WHY TYPOGRAPHY MUST BE POWERFUL?

3. It establishes an information hierarchy. By using different font sizes and types of font, the audience can determine the most important points of your promotion just by looking at it. This makes it easier for your audience to follow along and pay more attention to your promotion.

4. It helps to create harmony. Repetition of the same font in your promotion creates continuity and simplicity. Keeping your fonts aligned and in proportion synchronizes your
promotion keeps it uncluttered.

BURGER KING®

Pinterest

FANTA™

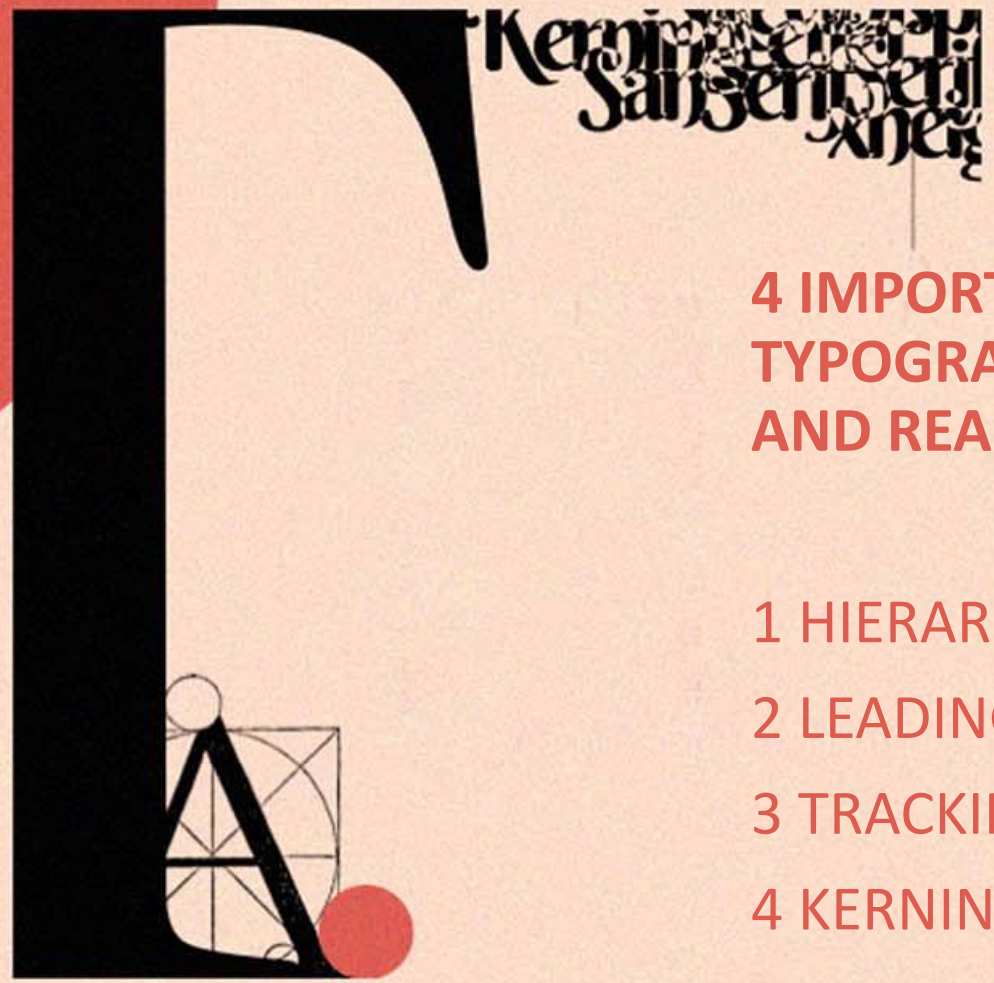
NASA

RAAGA
a world of music

MUSIC TELEVISION®

5 REASONS WHY TYPOGRAPHY MUST BE POWERFUL?

5. It creates and builds recognition. The fonts you use in your presentation are the visuals that your audience will remember most. You want your audience to be able to recognize your company's brand at any place or time. Typography marks your company and is the one thing the viewer will identify with time and time again



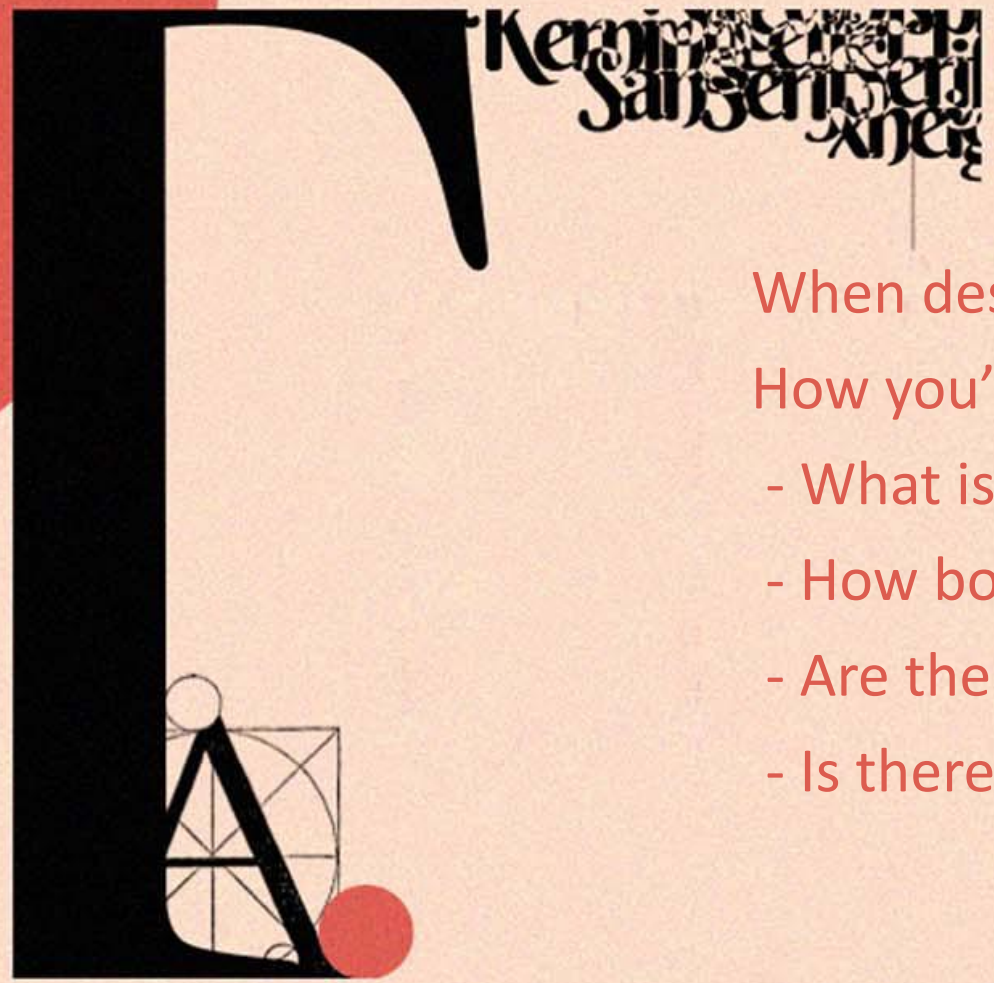
4 IMPORTANT TECHINEQUS APPLIED IN TYPOGRAPHY FOR EFFECTIVE BRAND PROMOTION AND READIBILITY?

1 HIERARCHY

2 LEADING

3 TRACKING

4 KERNING



HIERARCHY

When designing anything, it’s important to figure out

How you’re going to structure the elements?

- What is the first thing the viewer should look at?
- How bold or big should the headline be?
- Are the images and text competing?
- Is there one unified design?

HIERARCHY

examples

16 BERNSTEIN CENTURY
68 **COPLAND**
26 APPALACHIAN SPRING
16 RODEO
BILLY THE KID
FANFARE FOR THE COMMON MAN
NEW YORK PHILHARMONIC
LEONARD BERNSTEIN

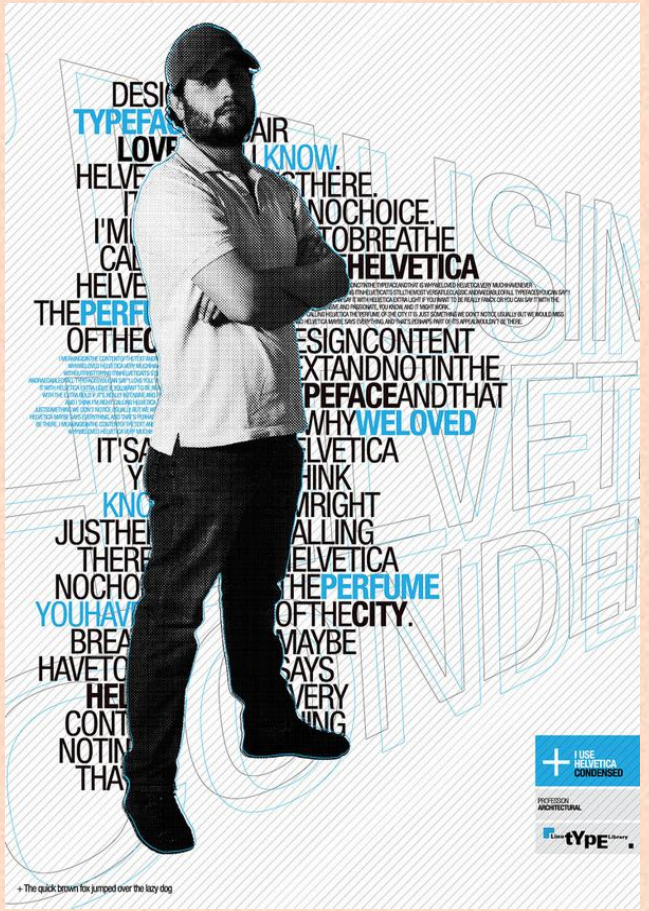
Design Lecture Series
Portland State University
Art Department

the typography of **Paul Rand**

with Lewis Blackwell

Shattuck Hall • 7:00 pm
March 30, 2011

With wit and wisdom, Blackwell dissects the patterns of Rand's use of typography throughout his brands, book covers, and advertising work.



ENLARGE & CAPITALIZE

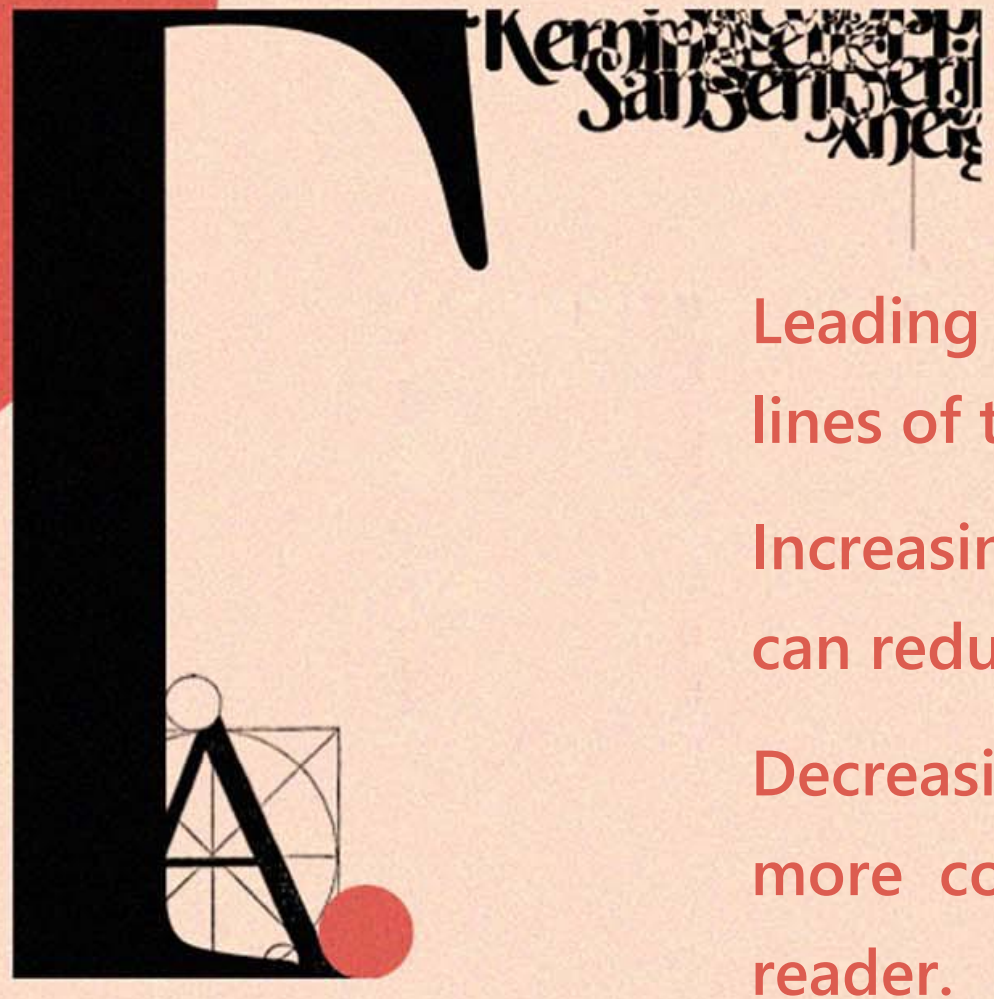
When TYPOGRAPHY is on point, words become IMAGES.

- Shawn Lucas

REDUCE & ITALICIZE

When *typography* is on point, WORDS become *images.*

- Shawn Lucas

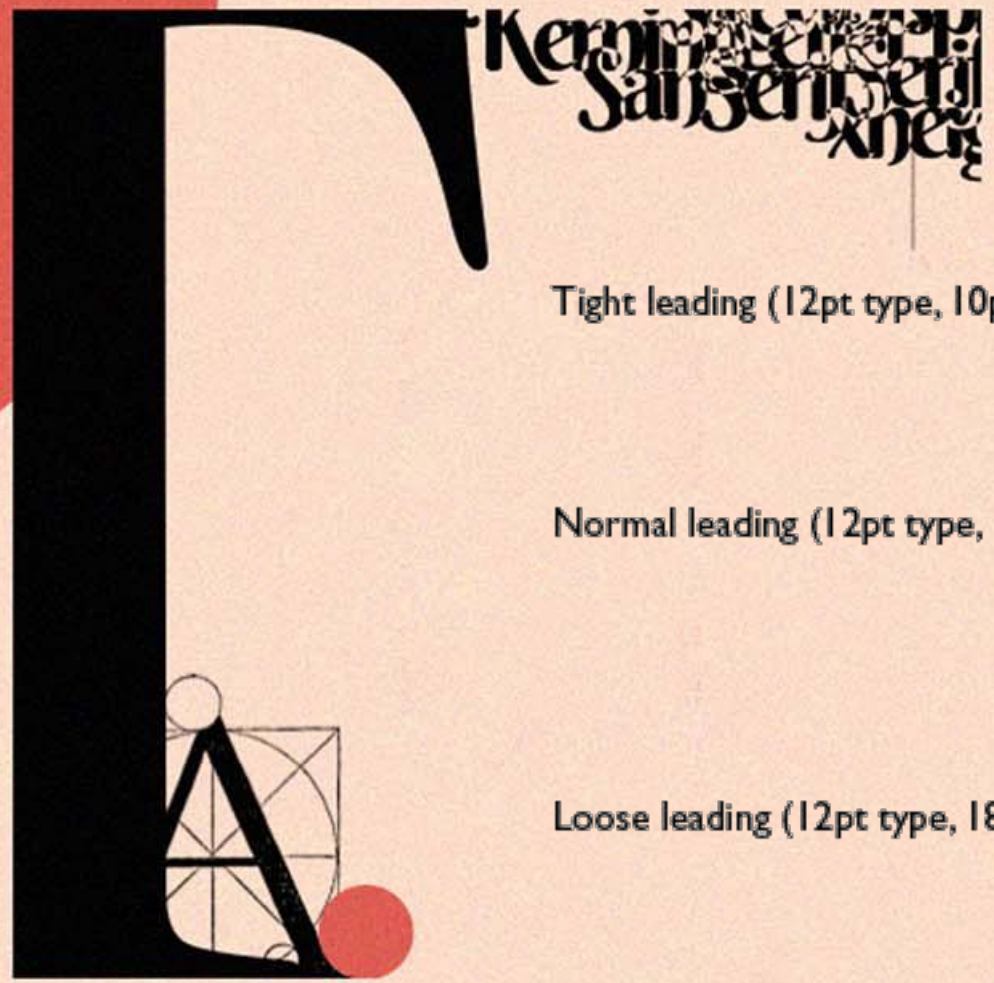


LEADING

Leading (or letter spacing) is the space between lines of type.

Increasing leading by adding more white space can reduce the pace of reading text.

Decreasing leading by making the text appear more compact can increase the pace of the reader.



LEADING
examples

Tight leading (12pt type, 10pt leading)

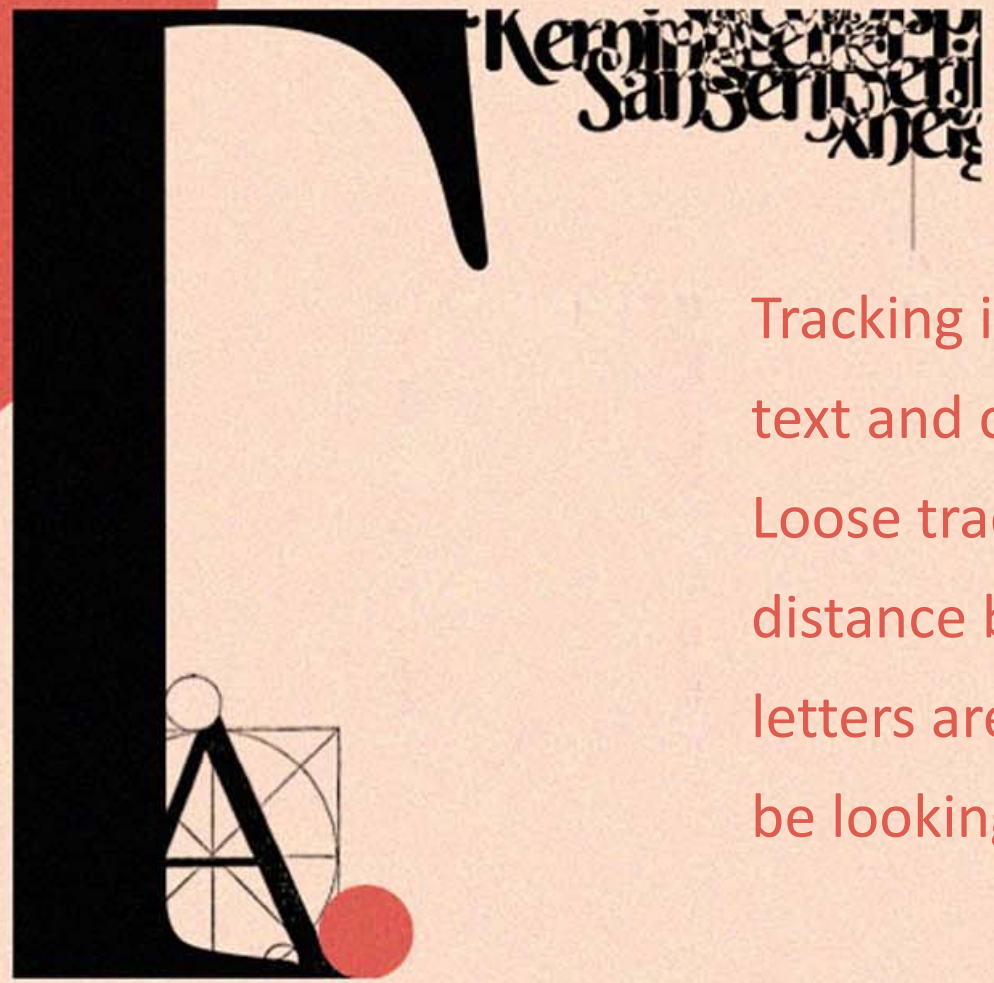
The vertical distance between adjacent baselines in a paragraph of text is known as leading. The vertical distance between adjacent baselines in a paragraph of text is known as leading.

Normal leading (12pt type, 14pt leading)

The vertical distance between adjacent baselines in a paragraph of text is known as leading. The vertical distance between adjacent baselines in a paragraph of text is known as leading.

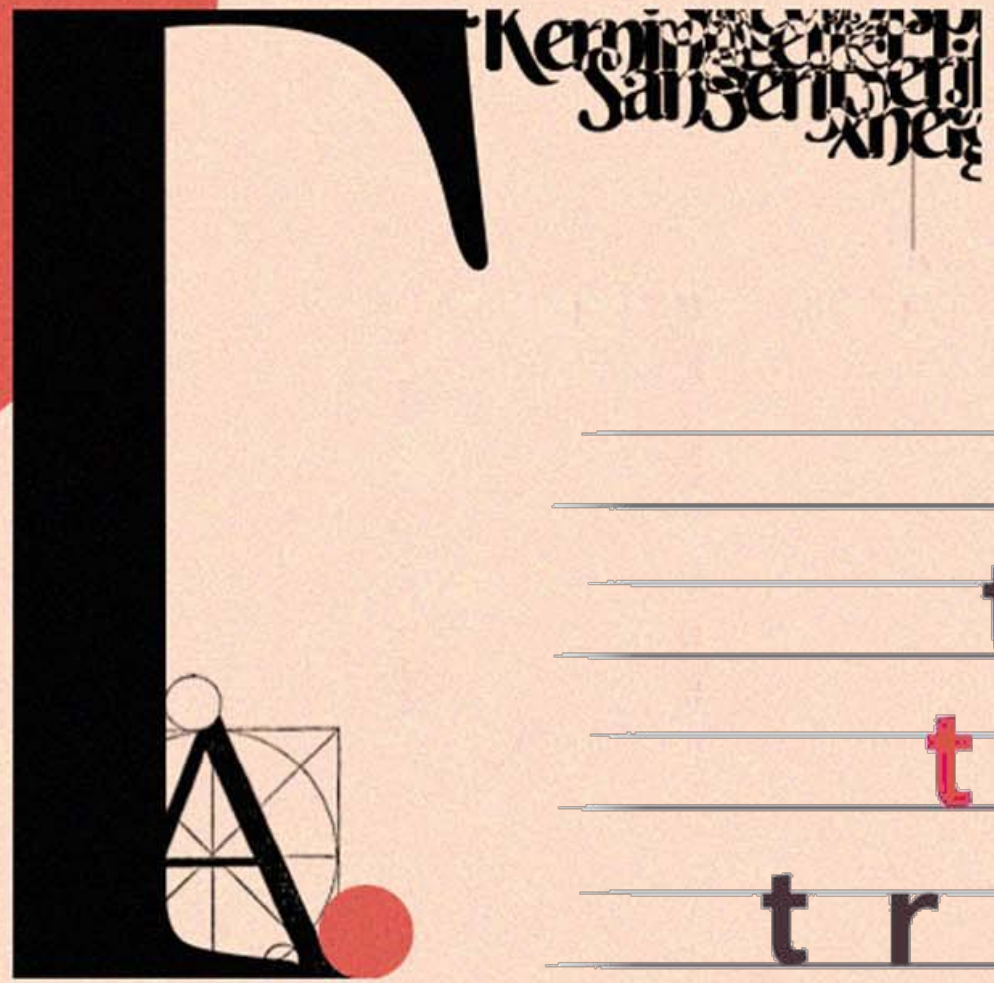
Loose leading (12pt type, 18pt leading)

The vertical distance between adjacent baselines in a paragraph of text is known as leading. The vertical distance between adjacent baselines in a paragraph of text is known as leading.



TRACKING

Tracking is the space between characters in a piece of text and can be described as being “loose” or “tight.” Loose tracking is when the letters have a larger distance between them. Tight tracking is when the letters are closer. Each time you set type, you should be looking at the overall picture.



TRACKING

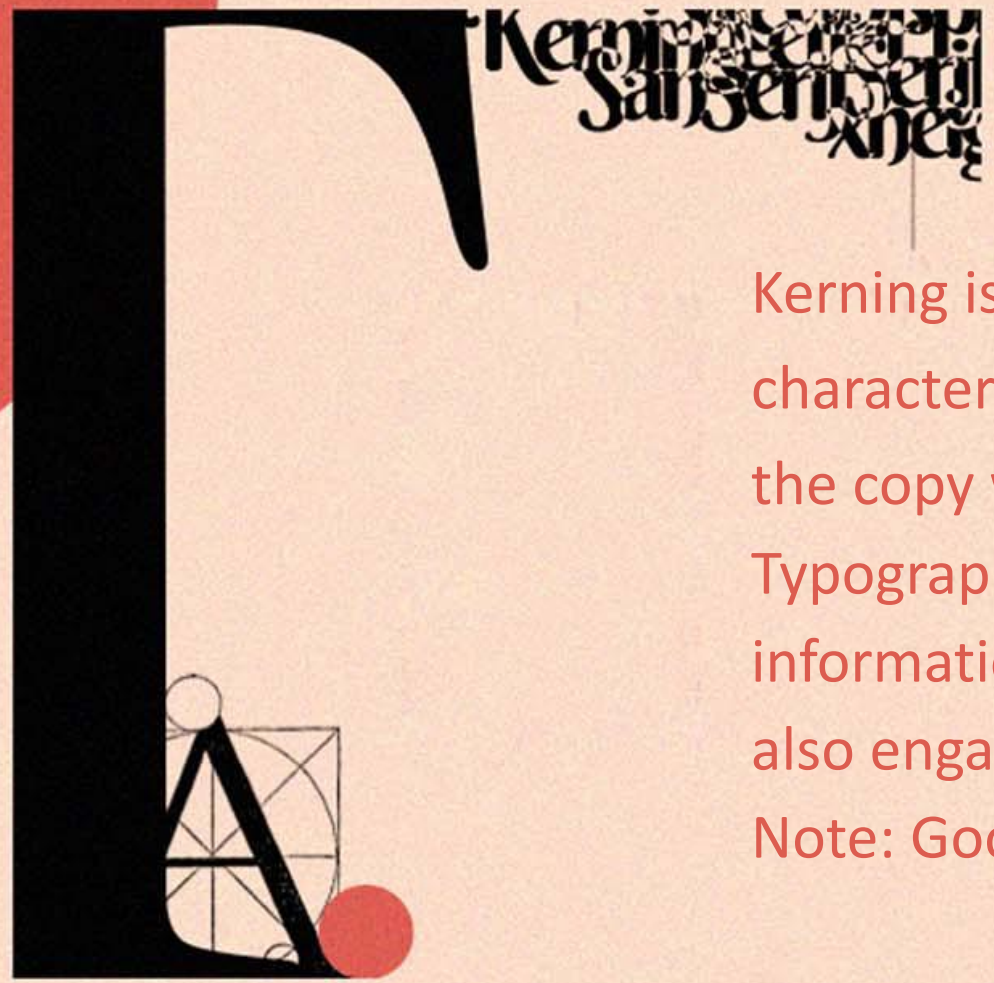
examples

tracking

tracking

tracking

t r a c k i n g



KERNING

Kerning is the art of adjusting the space between characters so that the eye can flow easily across the copy without being distracted by discrepancies. Typography influences how readers process information, and the most successful typography also engages the consumer.

Note: Good typography is never unnoticed.

KERNING

examples

Kerning

Practical Project 03

Design a Poster using typography techniques.