

# A Few Simple Type Rules

Graphics Design Tech I



# A Few Simple Type Rules

- Your typeface selection affects the **TONE** of your page
- Important Question-  
Is The Type Easy To Read???



# TypeFace Families

- **Fashionably Modern-**  
squeezed or stretched letters
- **Nostalgic Modern**  
tall letters -modern 20th century
- **Futuristic**  
exaggerated-very square-very rounded-all caps or all lower
- **Friendly And Caring**  
soft rounded letterforms



# TypeFace Families

- **Youthful**

crayon-teen look

- **Corporate**

strong sans serif typefaces with a regular appearance

- **Angry**

jagged angular letterforms-very bold or very thin

- **Extreme**

very irregular-distressed letterforms



# TypeFace Families

- **Dignified**  
traditional serif typefaces such as Garamond and Goudy
- **Conventional-**  
letterforms with small x height and serifs
- **Official**  
typefaces with squared off serifs



# A Few Simple Type Rules

- There are many different styles of type

<b>FASHIONABLY Modern</b>	
City Compress	Craw Modern
<b>NOSTALGIC MODERN</b>	<b>ANGRY</b>
Peignot	Doubt Condensed
<b>Official</b>	<b>Conventional</b>
Palatino	Baskerville
<b>Friendly &amp; Caring</b>	
Vogel Condensed	
<b>Corporate</b>	<b>YOUTHFUL</b>
Franklin Gothic Condensed	3 Hour Tour
<b>extreme</b>	
Frazzle	
<b>Dis...</b>	<b>...</b>



# A Few Simple Type Rules

- Use Plenty of Contrast  
Size Contrast==== Yo Baby  
Weight Contrast--- Yo **Baby**  
Color Contrast- Yo **Baby**



# A Few Simple Type Rules

- **Legibility-** is how easy it is to identify text in short phrases like headlines, slogans
- **Readability-** is how easy it is to read lots of text on a page





# A Few Simple Type Rules

- **Type Combinations that work-**
  - Use No More Than 2 type combinations in a design
  - Use only one decorative typeface per page
  - Emphasize headlines, titles, more than body copy



# A Few Simple Type Rules

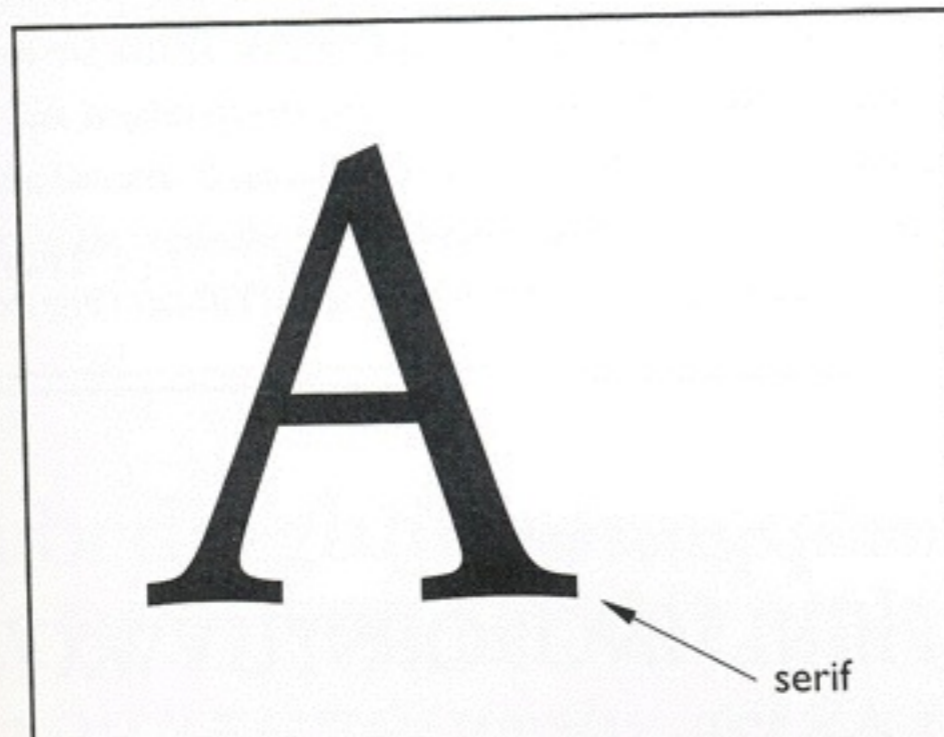
buildings, stonemasons incised phrases and dedications into the stonework. Wielding an iron chisel and a lot of patience, these stonemasons would laboriously cut letterforms into the stone. Even the best stonemasons had a hard time neatly ending the stroke, so to disguise the ragged ends, they developed a nifty trick to clean up the letterforms. They added a short extra stroke to the ends of the letterforms. This extra cut was called a **serif**, and modern-day graphic designers still use this name to refer to this letterform feature (Figure 10-16).

In part because of the way the stonemasons wielded their chisels, Roman serif typefaces typically have thick and thin variations in their letter strokes, and serifs range from moderately to extremely pointed. Over several millenniums, this style of typeface evolved into a wide range of serif typefaces that can be further subcategorized into Old Style, Transitional, and Modern typefaces.

- Avoid using 2 sans serifs or 2 serifs together on the same page

## NOTE

While the Romans first invented Old Style typefaces (they probably called them Modern), the thick to thin contrasts of the strokes in the letterforms were further developed by the penmanship of ancient scribes, monks, and scholars. Writing with a wedge-shaped pen naturally results in thick to thin strokes because of the changing angle of the pen, and the first craftsmen using printing presses



# A Few Simple Type Rules

- Avoid all CAPS
- Avoid using italics
- Color should improve -not take away from readability



# Simple Type Rules

- Use only one decorative or novelty font per page
- Avoid using 2 serifs or sans serifs on the same page-they conflict



# 5 good useful fonts

- Garamond
- Gill Sans
- Bodoni
- Officina Sans
- Officina Serif



# Spelling

- Be sure to check spelling on titles



# Other Vocabulary

- **Tracking**-space between all letters in a word
- **Kerning**-space between 2 letters
- **Leading**-space between 2 lines

