

INTERMEDIATE TYPOGRAPHY

Characters (such as symbols, letters, numbers, punctuation, and diacritics) are often placed into fonts (for documents and for screen).

FIVE CATEGORIES OF TYPE

1. Sans-Serif fonts (Arial, Geneva, Helvetica, etc.)

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2. Serif fonts (Courier, Times, New Roman, etc.)

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3. Script fonts (Script, etc.)

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4. Ornamental fonts (Comic, Eurotype, etc.)

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5. Symbolic fonts (Wing Dings, etc.)

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TEN DIMENSIONS OF TYPE

1. Weight/Darkness (bolding/italics)

T

2. Height (Vertical Dimensions)

T

3. Width (Horizontal Dimensions)

T

4. Kerning (the space between characters - Open/Wide or Closed/Narrow)

T H O M A S vs. T H O M A S
(Open/Wide Kerning) (Closed/Narrow Kerning)

5. Spatial Dimensionality (making fonts three-dimension, through drop-shading, engraving, etc.)

T

6. Relative Size or Scale (Superscript or Subscript)

T^T OR T_T
(SuperScript) (Subscript)

7. Color

T T T

8. Direction of Type (Vertical, Horizontal, etc.)

9. Highlighting (Underlining, Strike-Through, etc.)

10. Case (Lower Case or Upper Case)\

T OR t
(Upper Case) (Lower Case)

TIPS FOR TYPE (for the ease of reading documents):

1. Make sure the lines in paragraph- or document-orientation are similar in length (they do not have to be exact but close enough to appear equal).
2. Try to maintain one color of text (consider the 3-4 color rule) throughout the page.
3. Try to stay with a single font (as much as possible) throughout the page.
4. Use color or size or level of heading to highlight text (to divide the material from other material or to show important headings/subheadings).