

TYPOGRAPHY

Typography describes how a letter/number/character appears on the screen/paper.

There are many different typefaces:

Serif (with serifs; example: New Times Roman)

Sans-Serif (without serifs; example: Arial)

Script/Cursive (appear as though handwritten - maybe sans-serif or not)

Ornamental (refers to fonts used for creative purposes)

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With Serifs

Serif fonts appear to be much easier to read for multiple pages of text, which require longer attention spans.

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Without Serifs

San-Serif fonts appear to be much easier to read for shorter texts which require more spontaneous attention.

Case referring to the smaller case and larger case of a letter can be used for emphasis when needed. Proper nouns are often capitalized or given the larger case to the first letter of the word.

Size or Point or Weight can be changed to accommodate different audiences (particularly by age). Individuals with healthier, younger eyes can read smaller fonts. Usually 9-12 point fonts are the standard for younger eyes. Of course, with age, text sometimes becomes difficult to read; therefore, larger fonts are encouraged (12-14 point fonts or sometimes larger).

Again, consider size carefully. Size can be an important trait which can improve readability. Under normal reading contexts, texts should be 11-12 point for the average reader. Older readers usually prefer larger fonts 12-14, while younger readers often do not mind reading type as small as 8-10 point. A final note: For a healthy eye, condensed type (which appears closer together) can be much easier on the eye.

Kerning refers to the space between characters (e.g. letters/numbers/etc). Of note, it has been observed that words with shorter spaces between characters can be read more easily and with little hesitation than words with larger gaps between characters.

Headings and Subheadings

Properly using bolding, italics, capitalization, and underlining for headings and subheadings can be difficult; however, below is a model which can help you.

Each level presents more important information than the next. Notice how the weight and the highlighting (e.g. bold, italics, etc) gives a higher degree of attention to the next.

THIS IS A LEVEL ONE HEADING

This is a Level two Heading

THIS IS A LEVEL THREE HEADING

THIS IS A LEVEL FOUR HEADING

This is a Level five Heading

This is a Level five Heading (also...)

This is a level six heading [the default for regular text]

EX:

ADVANCED FIREFIGHTING TECHNIQUES

CHAPTER 1. Base Operations

CHAPTER 2. Internal Communications

CHAPTER 3. Suppression

CHAPTER 4. Forward Movement

Consider color. As discussed under COLOR, contrast between type can be useful and improve readability. Be sure to allow your type to be a readable color. Additionally, when using a dark font, use differences of color (or contrast) to make surrounding features seem less dark (will improve readability of the type).

Consider alignment for heading.

Note: For international readers, consider educating yourself about diacritics and language marks (if you have any recommendations, let me know)

Terms to know:

- Superscript (raising and shrinking of text)/Subscript (lowering and shrinking of text)
- Beveling (makes pixels not perpendicular to others)
- Embossing (crease pixels in the image)