

DESIGN WITH TYPE

PART I: TYPE CLASSIFICATION

Serif: The finishing strokes on a character

Baskerville

Sans Serif: Characters that do not contain serifs

Futura

Slab Serif: A serif type characterized by thick, block-like serifs

Modern: A sans serif type that accentuates the contrast between thick and thin strokes

Blackletter: A gothic type often associated with the middle ages

Scripts: These types look as though they were handwritten

DECORATIVE: These are exaggerated or embellished forms of other types.

PART II: TYPE ANATOMY

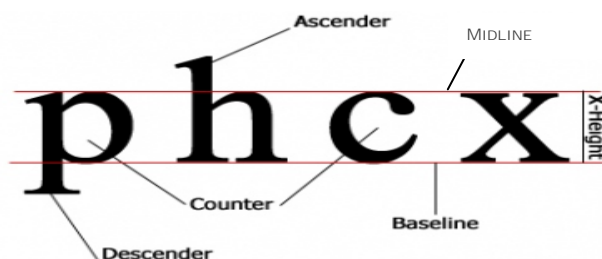
X-height: The height of lowercase letters exclusive of ascenders and descenders

Ascender: The part of a font that extends above the midline

Descender: The part of font that extends below baseline

Counter: The white space inside of a letter

Points and Picas: There are 12 points in a pica. There are 6 picas in an inch.



This is approximately 48pt font.

PART III: DESIGN TIPS

Type Size: Distance from the top to the bottom of a set of letters in a particular font.

Tip: Select range of type, hold down ctrl-shift- (to increase) or ctrl-shift-, (to decrease) type size.

Leading (pronounced “leading”): The space between lines.

Tip: Select lines, hold down “option” key, and use “up” and “down” arrows to adjust leading.

Tracking: The s p a c e between letters

Tip: Select a range of type, hold down “option” key and use “right” and “left” arrows to adjust tracking.

Kerning: The spac e between individual letters.

Tip: Place the cursor between individual letters, hold down “option” key and use “right” and “left” arrows.

Text Alignment: The placement of text on a page.

Tip: Select range of type, hold down ctrl-shift-L (left) ctrl-shift-R (right) ctrl-shift-C (cent) ctrl-shift-J (just)

SMALL CAPS: Upper case characters at same height and weight as lower case letters

Tip: Select a range of type, hold down ctrl-shift-H

PART IV: SOME ADVICE

Free Fonts: These are fonts not designed by professionals. Free fonts often include only 1 or 2 weights and lack the option for bold and italic options.

Font Families: Designs look more cohesive when you use different weights from the same family.

Sans Serif vs. Serif: Use sans serif for outlines and webpages; use serif for print.

Eliminate Widows and Orphans: A widow is a word that ends up by itself at the top of a column or page. An orphan is a word that ends up by itself at the end of the paragraph

Make a Grid: The best way to make your layouts look more professional is to make a grid and stick to it.

Fonts to Avoid: Designers frown on **comic sans** and *papyrus*.