TYPOGRAPHY&
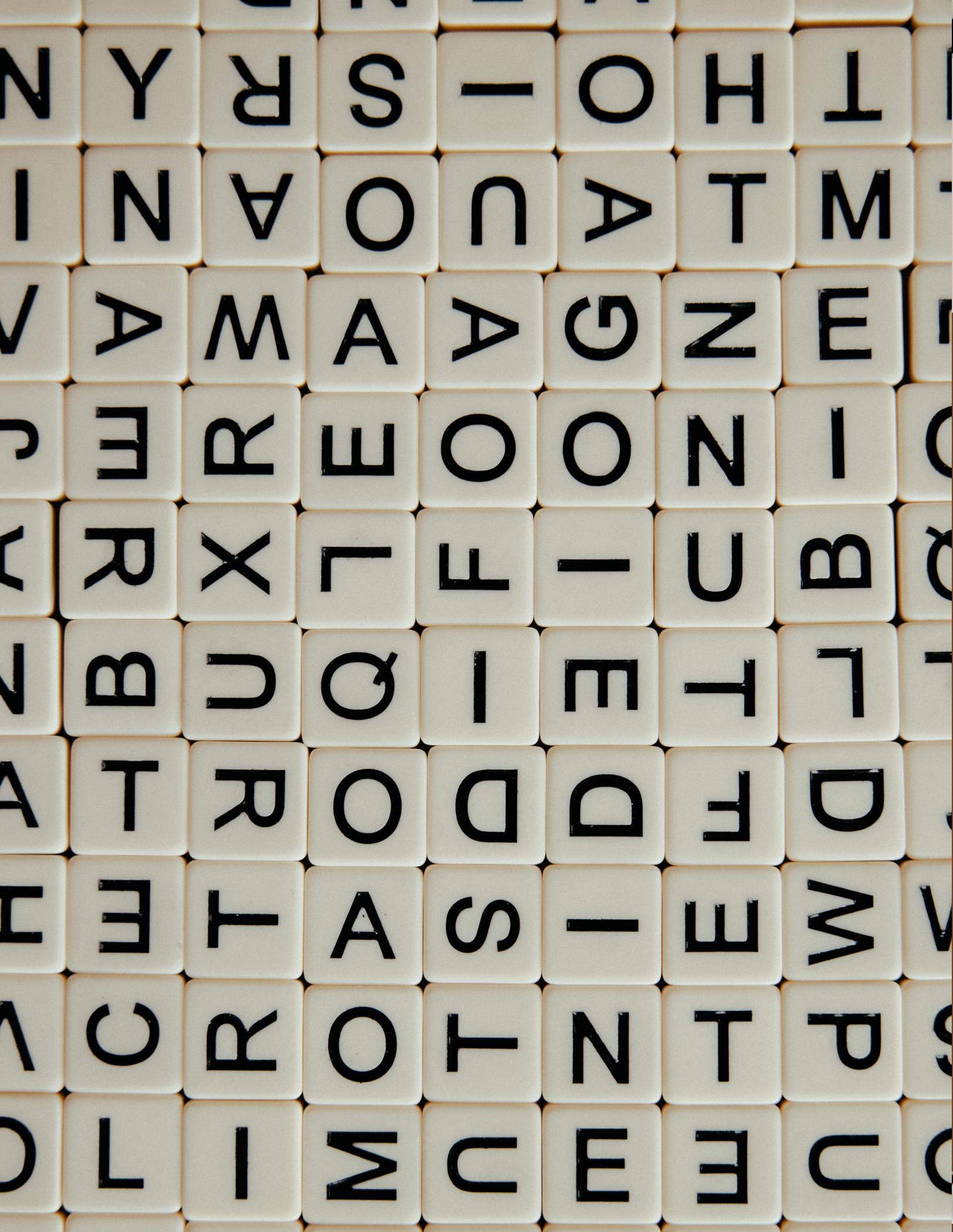# IMAGE

A guide to the art of designing and aligning text, words and symbols

index

What is Typography?

Typography is the art of how we present *symbols, letters, glyphs* and *numbers*.

**T**he influence of **Typography** on the world is an integral part of **human history**. Humans naturally organize our tools and Typography is no different.

The **characteristics** and **anatomy** of a letter have been closely *studied* and *standardized*, in order to easily convey the feelings of a subject.

*"Typefaces are to the **written word** what different dialects are to different languages"*
-Steven Heller
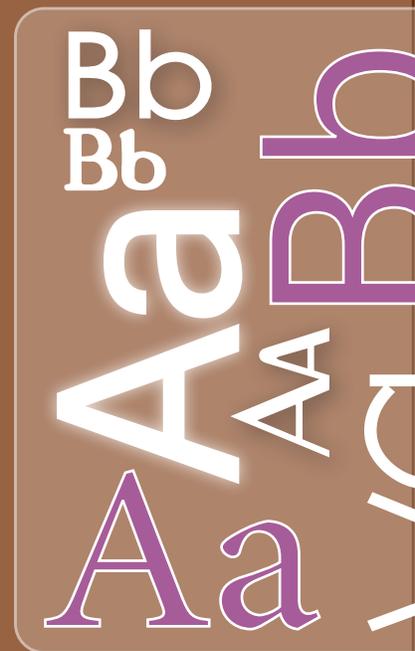
History of Typography
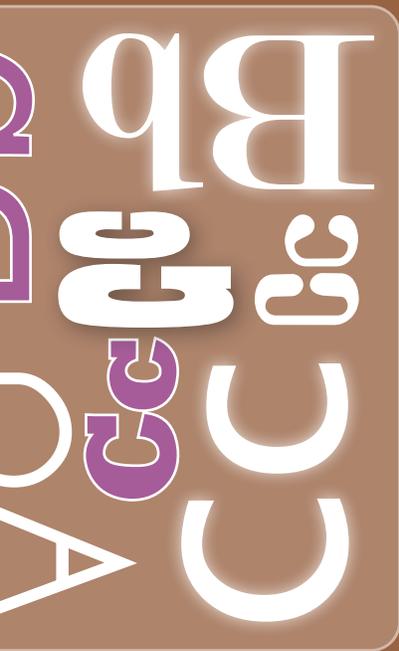
The concept of **Typography** has humble beginnings that dates as **far back as the ancient mesopotamians**, who used *triangular divots* in clay tablets to communicate **numerics**, **words** and **phrases**.

Through human ingenuity, **Typography** has changed from not just being **symbols**, but the design property of how these symbols are *placed in respect to their environment* and *their own attributes*. These design elements have been used to communicate *danger*, create easily *idetifiable brands*, and even evoke *different feelings* just by **changing certain attributes**.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz1234567890

While the **Egyptians** used **glyphs** to represent words, the **Romans** used **letters** to form the *sound of words*. Through colonization and the industrialization of **print**, the Roman lettering system became the **standard around western Europe**.

The convergence of **culture** brought languages together, as well as different **Typography** for these cultures. Formally, however, **Typography** became a standarized process in the **1450s** with the invention of the *moveable printing* press, by **Johannes Gustenberg**.

ATypl, or the "*International Typography Association*", a group formed in **1957** dedicated to **Typography**, officially used the **Vox-ATypl classification**, which was created by **Maximilien Vox**, as a standard for British Typeface. This organized **glyphs** or **symbols**, into 9 **categories** that *differentiate based on their attributes*.

Classifications

Attributes Given to the **9 categories** can be described as **classifications**, that organize **characteristics** of a typeface, into *general categories*.

Stroke

These characteristics affect the **strokes** of a font, which is the *general body or base of which the font follows*.

Serif:

A font style with distinct decorative feet Stroke at the tips of the main stroke.

Sans-Serif :

Fonts without decorative strokes.

Display:

Overly decorative fonts, made for titles and not for large blocks of text.

Decorative:

All fonts that do not follow the standard serif or sans-serif rulings.

Monospaced:

A font style where all spaces are equidistant from eachother

Anatomy

Aa

A Font has **two sets of every letter**; an **UPPERCASE** set and a **lowercase** set. Uppercase letters are generally used at the **start of a sentence** or **noun**, or as a **full word**, to denote importance. In general, lowercase letters are used *more often*.

TextGlyphFont

Cap height

Diacritic

Leg

X-height

Unilateral Serif

Vertical bar

Bowl

Ascender

Arm

A crossbar

Horizontal Serif

Apex

Baseline

Horizontal bar

Descender

Aperture

Tie

Counter

Terminal

The **9 categories** Vox created were *Humanes, Garaldes, Transitional, Didones (Moderns), Slab Serifs (Mechanistic), Linéales (Sans-serifs), Glyphics, Script, and Blackletter.*

These **typefaces** are distinctly different through *serifs, contrast, strokes and weight.*

Humanes: Short serifs, low contrast, based on 15th century typeface.

Garaldes: Small counters with tilted axis. Mix of Garamond and Aldine, respectively.

Réales: Noticeably stroke contrast, connects Garaldes to Didones.

DIdones: Strokes exhibit high contrast with sharp serif corners. Based on the 19th century.

Slab serifs: Thick serifs with low contrast.

Linéales: Any sans-serif (Without serifs) type.

Glyphics: types based on geometric shapes, popular in the 70s.

Script: In reference to cursive or ones handwriting

Blackletter: Fancy script based on Germanic type.

Using **ATypl's** standard vocabulary, we can define the anatomy of a **Glyph**. These properties, when defined and standardized, are what creates a **Font**. Lets take a look at some of the terminology that a glyph comprises of.
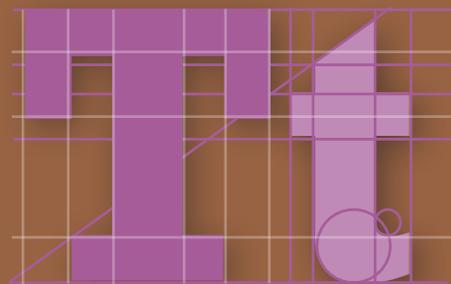
Terminology

Aperture: A negative space within a partially enclosed portion of a letter.

Apex: The point where two diagonal lines meet in a letter.

Arc: Or Shoulder, is the normally top corners of a letter, normally curved.

Arm: The topmost Horizontal line of a letter.

Ascender: The portion of a letter that extends above the X-height.

Baseline: A standard spacing between letters.

Bowl: The a full vertical curve.

Cap height: The highest point of an uppercase letter.

Contrast: The difference of weight between the left Vertical bar and right Vertical bar of a letter
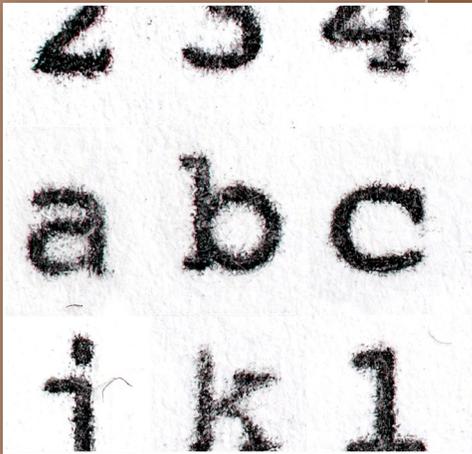
Counter: An enclosed space created by a letter.

Crossbar: The horizontal line that strikes the letter t.

Descender: A portion of the letter that extends lower than the X-Height.

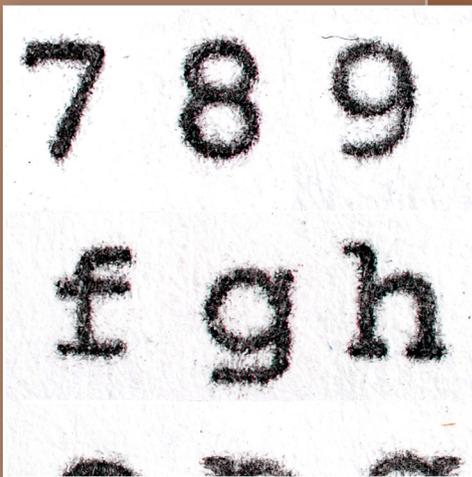**Diacritic:** An accent on top of a letter.

Ear: A nub to denote the connection of a letter to another, reminiscent of handwriting.

Horizontal Serif: A decorative line attached to the top or bottom of a Vertical bar, that extends slightly outward, horizontally.

Horizontal bar: A horizontal line.

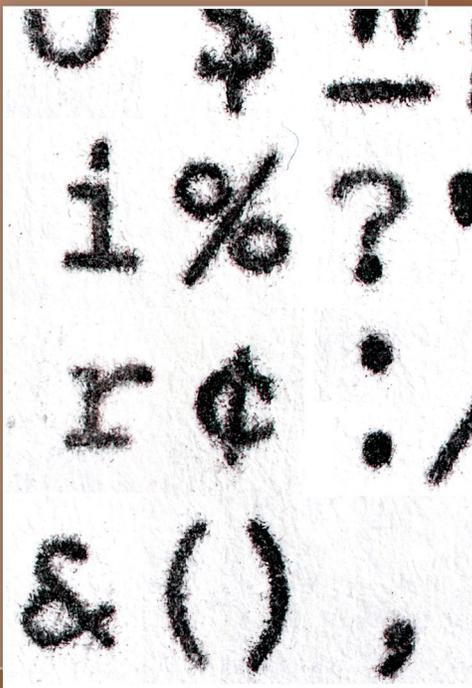**Leg:** The diagonal line that extends from a letter.

Link: A thin line that connects a loop, turning a partially enclosed space, into an enclosed space.

Spacing: The distance between two letters.

Terminal: The end point of a letter that is not connected to Vertical bar or serif.

Tie: The middle line that extends from a Vertical bar in an uppercase letter.

Unilateral Serif: An asymmetrical decorative line attached to the top or bottom of a Vertical bar that extends slightly outwards toward the left or right, horizontally.

Vertical Serif: A decorative line attached to the top or bottom of a Vertical bar, that extends slightly outward, vertically.

Vertical bar: A vertical line.

**Weight:** The thin or thickness of certain points of a letter

X-Height: The standard height of a lowercase letter.

Typography Principles

*"**Typography** is two-dimensional architecture, based on **experience** and **imagination**, and guided by rules and **readability.**"*

-Hermann Zapf

The **Principles of Typography** are the tools that are used to communicate information clearly and with **visual appeal**. These principles follow the **heirarchy** in which our eyes *perceive information*.
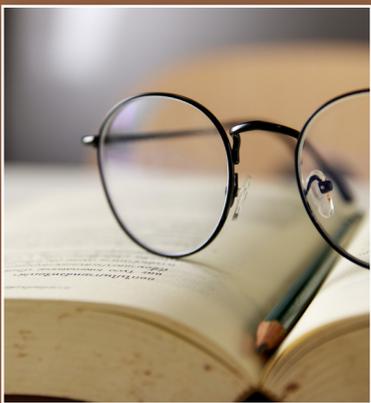
The way in which we *recognize words* are dependant on how readable, or the **Legibility** of a Font. Legible Fonts can easily be read and are convenient for **displaying information**. **Illegible** Fonts are used to express miscommunication or mystery.

Space

Words are comprised of letters. The way in which we differentiate which letters belong to which words, is by separating them with space.

Leading space is the vertical distance between letters. This starts from the lower baseline of a letter, to the cap height of a letter below it.

Kerning space is the horizontal distance between letters. This helps create visual balance based on the Baseline.

Alignment is the design property of *arranging objects in a relative position* to one another. In Typography, words are easier to identify when they are aligned and spaced.

Typography & Image

Heirarchy

The space in which text is placed is important to how we **perceive the given information**. The way in which the text is framed, or the **location in perspective** to other objects or text determines *where our eyes gravitate towards first.*

Visual **Hierarchy** is the *guiding principle* of utilizing which characteristics that are of *utmost importance.* **Hierarchy** helps create **harmony** and **balance** for the eye, so that you can follow flow of the subject.

COLOR

size

ALIGNMENT

SHAPE

Positive space is the area that an object or text inhabits, while **Negative space** is the empty area that does not contain an object.

Contrast is the design choice of **two opposing characteristics** that **complement** one another, such as *Alignment, color, size or shape.*

Scale

Scale is the design element of an *objects size* in **comparison to another object**. This is used as a tool in visual hierarchy to either create *balance* or create *focus*.

Your eyes naturally gravitate to the **biggest object** in a subject, while several *small objects* will cause your eye to *move the focus around.*

The size of an object in comparison to other objects **can create a harmonious design**.

Rule of 3rds

The composition guideline of *Griding* a subject into **9** evenly spaced and sized rectangles is the **Rule of 3rds**. When applied, this Griding creates *guidelines on placement of focal points*. On the right, the *rule of 3rds* is used to distinguish the **foreground**, **subject** and **background**.

*"**Typography** has one plain duty before it and that is to **convey information in writing.** No argument or consideration can **absolve typography from this duty.**"*
-Emil Ruder

So what is Typography?

The technique of implementing **designated characteristics** for **letters** and **symbols** to create a **Font** that is *easy to identify and read!*

Symbols and **Glyphs** have been used since **ancient human civilizations** have communicated on a wide scale.

@

Typography can be the utilized in many different ways- however, the usage must be **carefully thought out**, as these tools can create *purposeful harmony* or *accidental dissonance.*

Placement of Text is key to the **legibility** of words. WIthout proper **spacing** and **alignment**, words would be *difficult to distinguish*.

Knowing which **characteristics** affect how we view a **Font** within a subject is important and can **change what is being conveyed to the viewer.**

Glossary

Alignment: *Placement of objects in relative position to eachother.*

Character: *A symbol that represents text in a font.*

Contrast: *Two opposing characteristics that complement eachother.*

Decorative: *All fonts that do not follow the standard serif or sans-serif rulings.*

Display: *Overly decorative fonts, made for titles and not for large blocks of text.*

Hierarchy: *The art of which object placement is most important.*

Legibility: *How readable a piece of text is*

Monospaced: *A font style where all spaces are equidistant from eachother*

Glossary

Sans-Serif : *Fonts without decorative strokes.*

Scale: *The size of an object in relation to another object.*

Serif: *A font style with distinct decorative feet Stroke at the tips of the main stroke.*

Stroke: *general body or base of which the font follows.*

Symbol: *A character or mark used to represent an object.*

Text: *The main body of a piece of work.*

X-axis: *A straight line disecting a subject on the horizontal.*

Y-axis: *A straight line disecting a subject on the vertical.*