PRINCIPLES OF TYPOGRAPHY

Graphic Design 1

PRINCIPLES OF TYPOGRAPHY

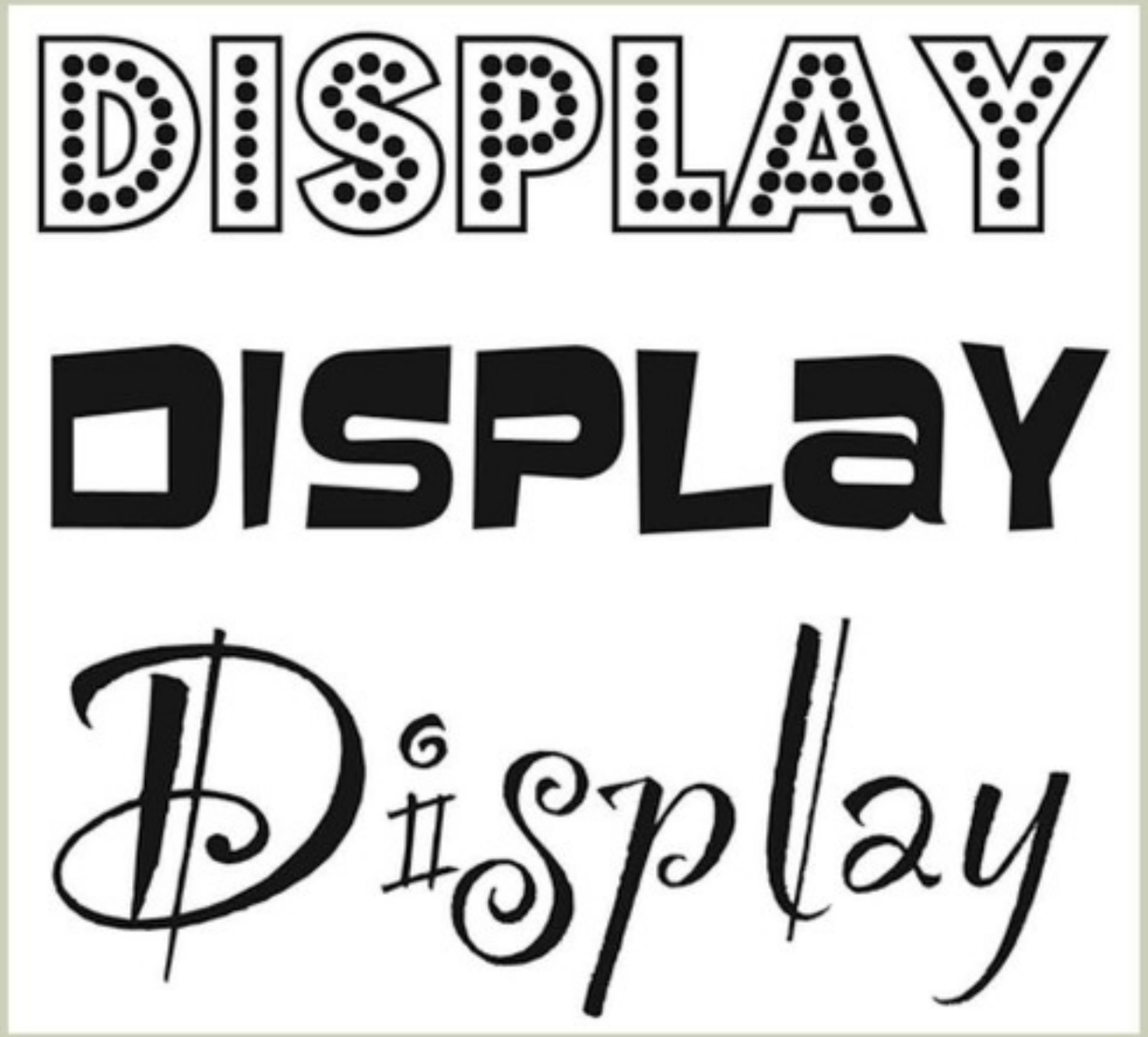
- "Types of Type"
  - Display type
  - Body Type
  - Serif Typefaces
  - Sans Serif Typefaces
  - Script Typefaces

PRINCIPLES OF TYPOGRAPHY

- Display Type
  - Larger type, 18 points and above
  - 18, 24, 30, 36, 48, 60, 72
  - Used in display pieces (posters, flyers, covers)
  - Also used in titles, headlines, and headings

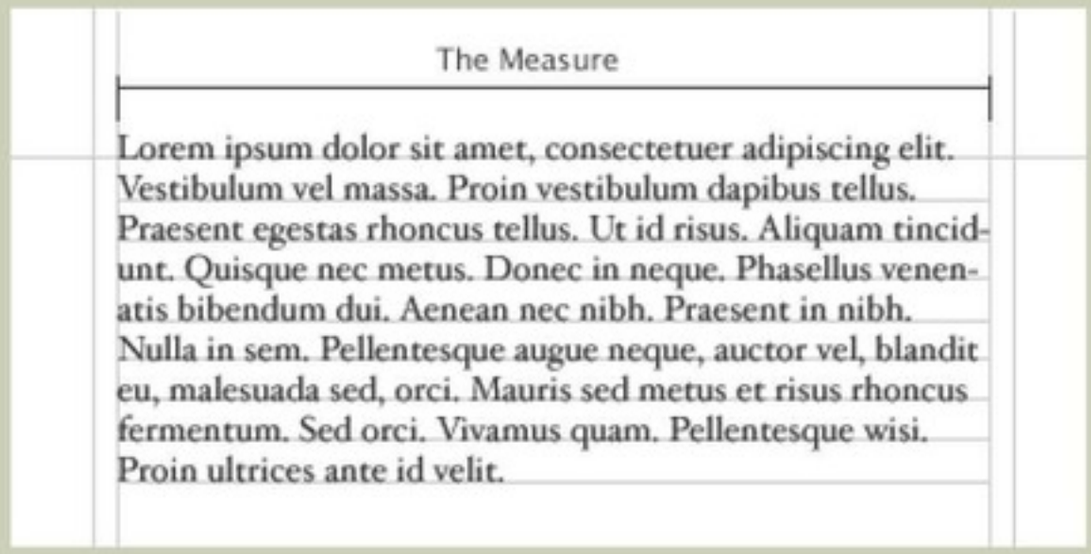
Mrs. Quick is a Great Teacher! = 28 pts bold

Mrs. Quick is a Great Teacher! = 18 pts bold



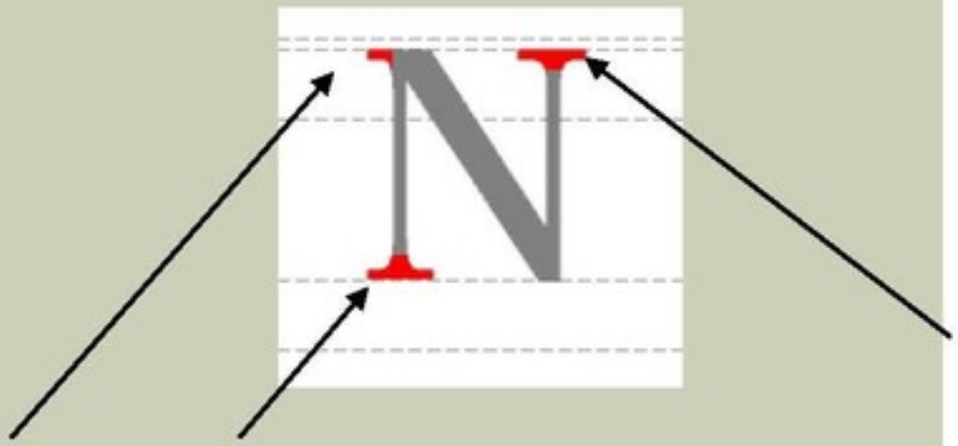
PRINCIPLES OF TYPOGRAPHY

- Body Type
  - Classic size is 10 point
  - Also traditionally 9, 11, and 12 points
  - Used for large blocks of text
  - Enables reader to read easily



PRINCIPLES OF TYPOGRAPHY

- Serif
  - Derived from ancient Roman letter carvings in stone in which engravers finished each stroke with a serif to correct unevenness in the baseline and cap height
  - Serifs are the finishing strokes at the top and bottom of a letter



PRINCIPLES OF TYPOGRAPHY

- Sans Serif
  - Sans means “without” serifs
  - Plain, unadorned letters
  - Arial

Hello

(Sans-Serif)

Hello

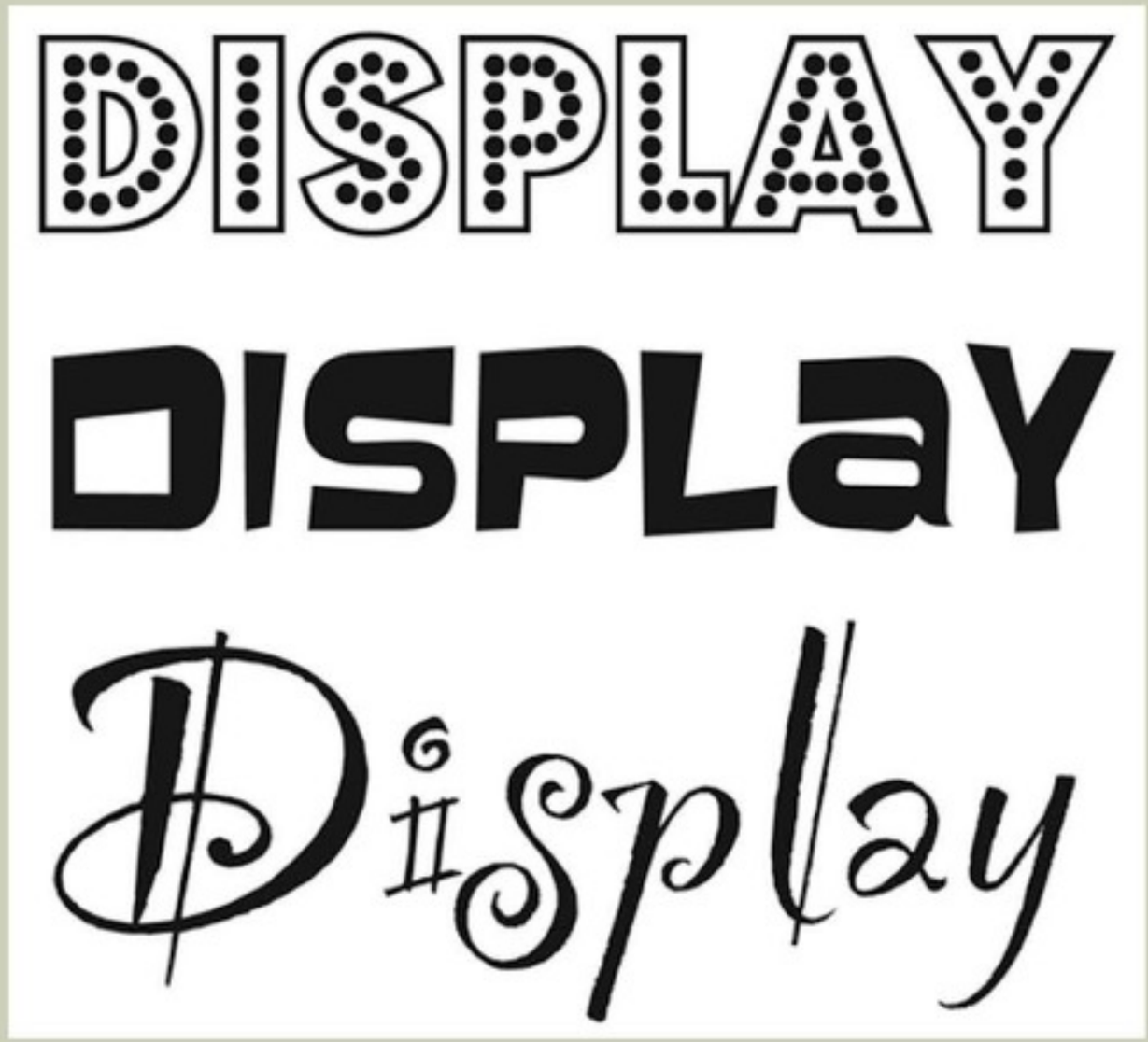
(Serif)

PRINCIPLES OF TYPOGRAPHY

- Script Typefaces
  - Based upon the varied and often fluid stroke created by handwriting.

PRINCIPLES OF TYPOGRAPHY

- Display fonts
  - Fonts that have a distinctive personality
  - Typically used for headlines



Match the types of Type.

Sans Serif

Script

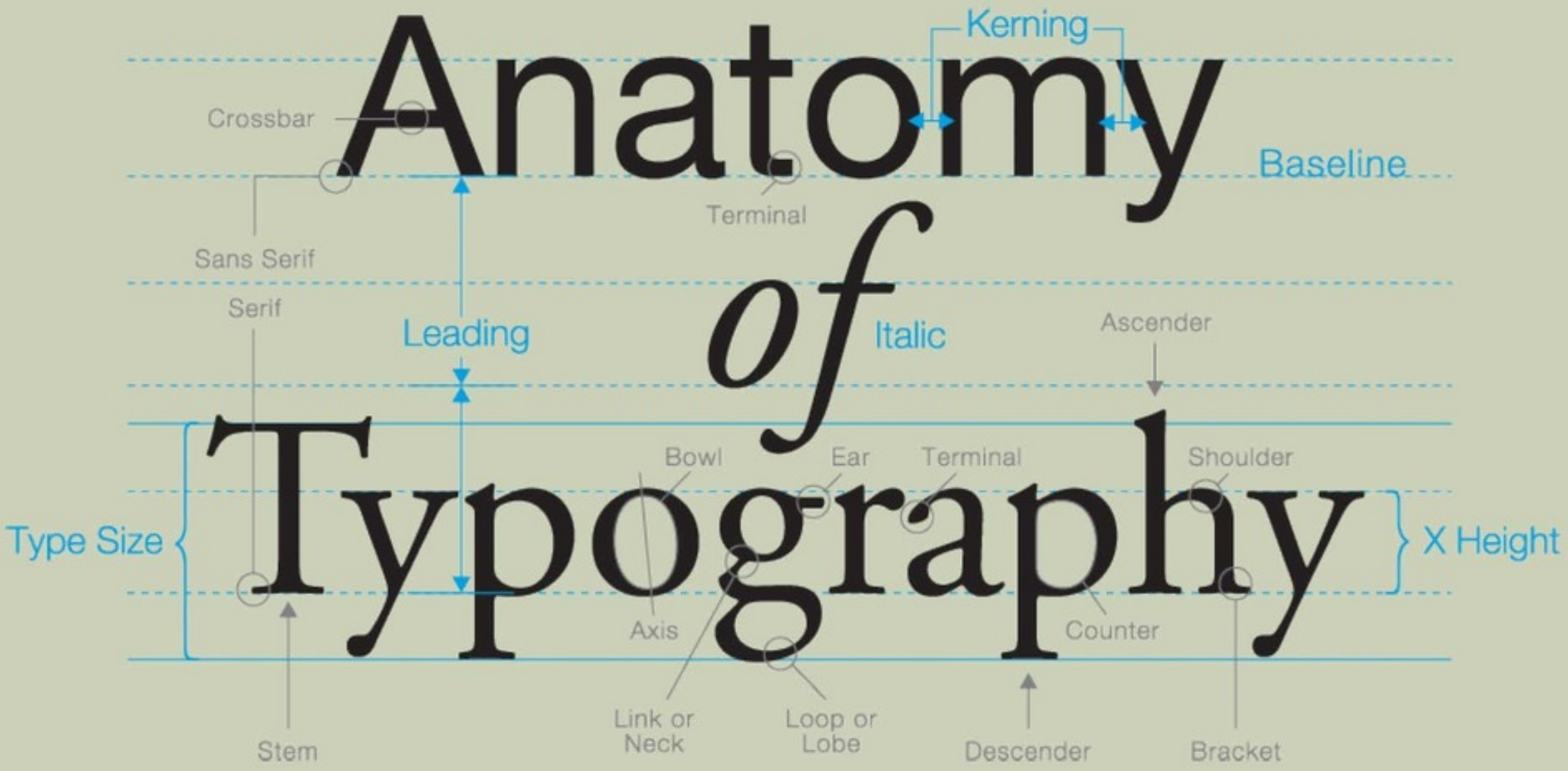
Serif

Matching Pairs

PRINCIPLES OF TYPOGRAPHY

- Type Families
  - Those fonts with variations -- all in the same family
    - Helvetica
    - Helvetica Bold
    - Helvetica Narrow
    - Arial
    - Arial Bold

PRINCIPLES OF TYPOGRAPHY



TYPE STYLE

- Type Style
  - **Bold**
  - Roman (normal)
  - *Italic*
  - Underline
  - Outline
  - Shadow
  - Emboss

Match the Type Style with the font.

TEJARATCHI

Underline

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

ABCDEFGHIJKLMN

Matching Pairs