



# *Intro to Typography*

Why is Type important in Design?

*Created by: Libby McArthur*

A hand with a pink pointer pointing to a white sign with a black border. The sign contains the text 'PIXEL TYPE' in a pixelated font. The background is a dark blue spiral notebook cover.

PIXEL

TYPE

Because of their decorative nature, display fonts are best for small amounts of text, like titles and headers and more graphic-heavy designs.

## Common types of fonts



Serif

### *Serif Font*

Serif fonts have little strokes called serifs attached to the main part of the letter.

Because of their classic look, they're a good choice for more traditional projects. They're also common in print publications, like magazines and newspapers.



Sans

*"Without serif"*

### *Sans serif fonts*

Sans serif fonts don't have that extra stroke—hence the name, which is French for without serif.

This style is considered more clean and modern than serif fonts. Also, it tends to be easier to read on computer screens, including smartphones and tablets.



*Script*  
Blackletter  
ALL CAPS

### *Display Fonts*

Display fonts come in many different styles, like script, blackletter, all caps, and just plain fancy.

Because of their decorative nature, display fonts are best for small amounts of text, like titles and headers and more graphic-heavy designs.

# Choosing a font

In a way, fonts have their own language. They all have something to say beyond the words on the page. They can come across as casual or neutral, exotic or graphic. That's why it's important to think about your message, then choose a font that fits.

*Casual*

NEUTRAL

*Exotic*

GRAPHIC

# Fonts to Avoid!!

Some fonts come with extra baggage, including Comic Sans, Curlz, and Papyrus. There's nothing particularly wrong with these fonts—they just have a certain reputation for being outdated and overused.

If you find yourself tempted by them, think twice and consider using something else. There are many fonts with a similar look and feel that are less likely to detract from your message.



# Combining Fonts

When deciding which fonts to use, less is more. It's best to limit yourself to one or two per project. If you need more contrast, try repeating one of your fonts in a different size, weight, or style. This trick is practically foolproof for creating interesting combinations that work.

You've probably heard that opposites attract. The same is true for fonts. Don't be afraid to combine font styles that are different but complementary, like sans serif with serif, short with tall, or decorative with simple. This can be challenging at first, but don't despair. Look to other designs for inspiration, and soon you'll get the hang of it.



# Other Important Typology Terms

## Other important terms

Maybe you've heard terms like kerning, leading, tracking, and hierarchy. For those with more experience, these concepts are essential for creating professional-looking designs. As a beginner, you don't need to know everything about these terms—just enough to inform your work and help you talk about design with more confidence.



# Hierarchy

Hierarchy is used to guide the reader's eye to whatever is most important. In other words, it shows them where to begin and where to go next using different levels of emphasis.

Establishing hierarchy is simple: Just decide which elements you want the reader to notice first, then make them stand out. High-level items are usually larger, bolder, or different in some way. Remember to keep it simple and stick to just a few complementary styles.

## Hierarchy



Used to guide the reader's eye to whatever is most important

**Myriad Pro Bold**

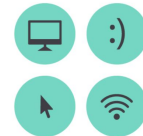
MYRIAD PRO SEMI-EXTENDED

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WEB DESIGNER

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Myriad Pro Regular





# Let's Talk SPACES!!

## Leading

the space between lines of text, also known as line spacing.

## Leading

The space between lines of text  
(also known as line spacing)

## Tracking

overall space between characters, sometimes called character spacing.

## Tracking



## Kerning

space between specific characters

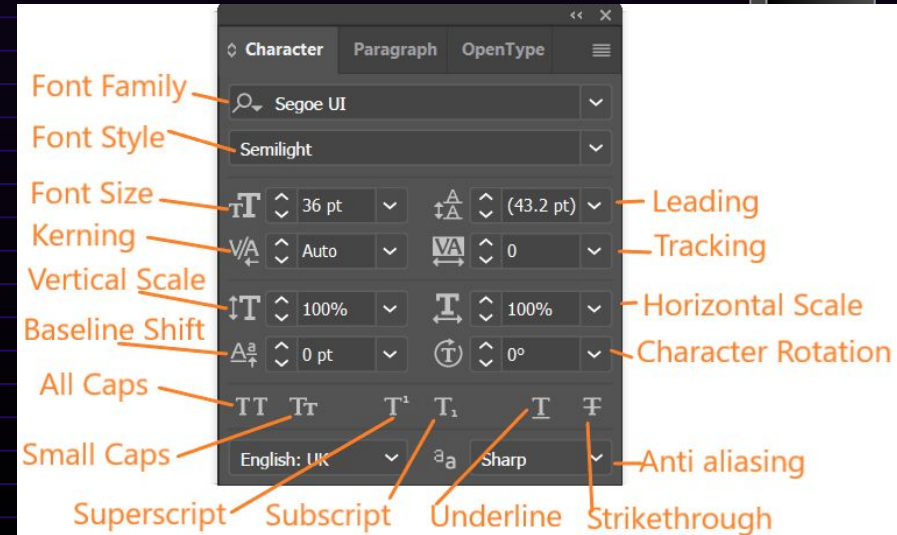
## Kerning



A graphic of a spiral-bound notebook with a dark cover and a light blue page. The spiral binding is on the left side. The word "TYPOGRAPHY" is written in a bold, dark, sans-serif font in the center of the page.

# TYPOGRAPHY

# Character Panel in Adobe Illustrator





*Your Initials*

*Project*

Learning to Transform text to fit your needs.



# *Objectives for this Project*

**Main Objective:** Create 16 variations of your initials using Adobe Illustrator.

## **Smaller Objectives:**

- Fill your space in an interesting way
- Letters must be recognizable
- Letters can be black or white, with no colors.
- Trying different fonts is encouraged
- Lower and uppercase letters are acceptable.
- All boxes must have the same letters.
- Letters must be cropped or clipped to fit the box.

# What you will need

## Sketchbook

Start by drawing boxes then creating some possible compositions.

01

## Computer

Be sure to log into your account.

02

## Adobe

## Illustrator

You will log into adobe illustrator to complete the assignment.

03

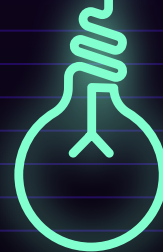
## Peers to Review

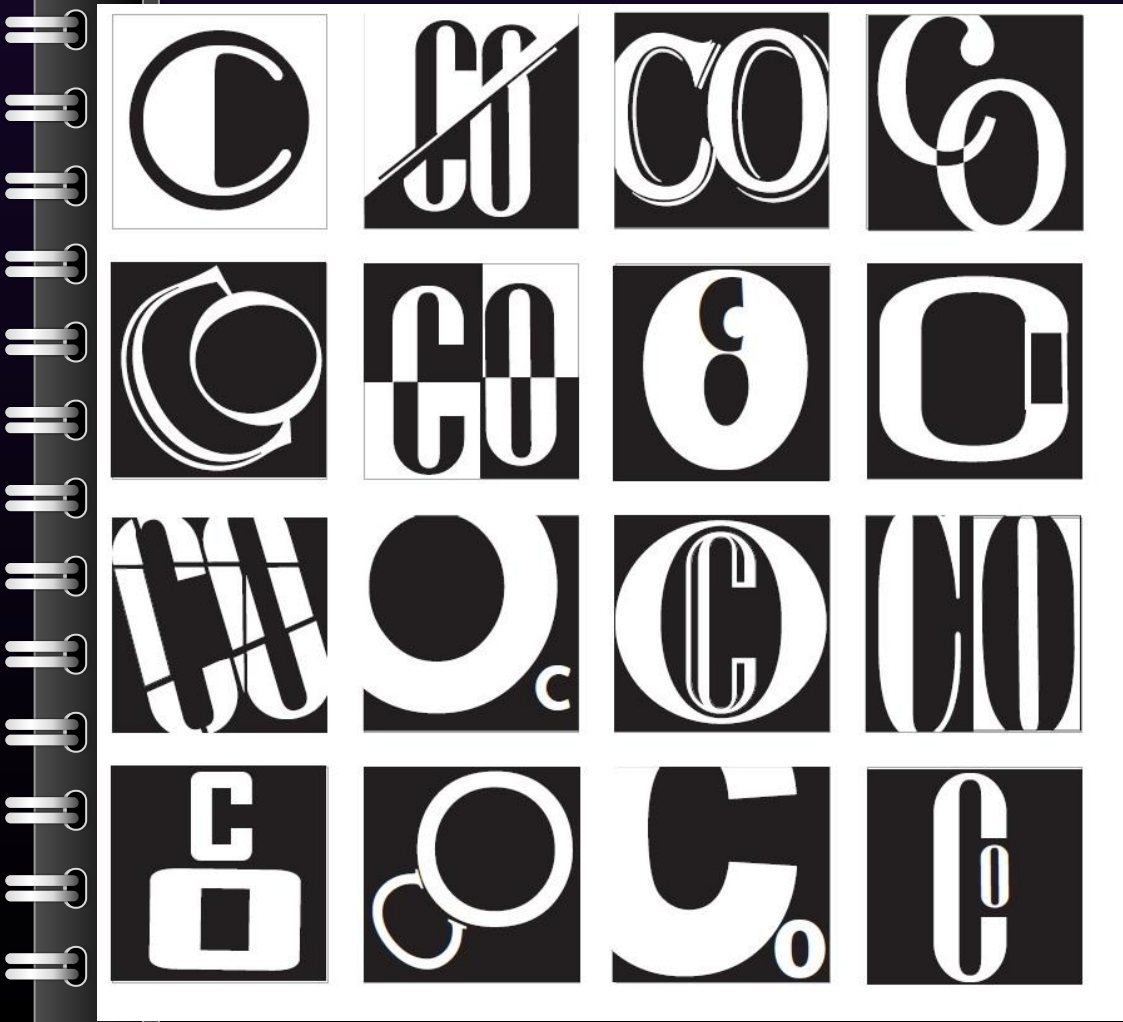
## your work

Be sure to check with your peers while you work to get their feedback on your designs.

04

*Let's look  
at an  
example!*





*Thoughts....*

*Which are the most effective? least?*

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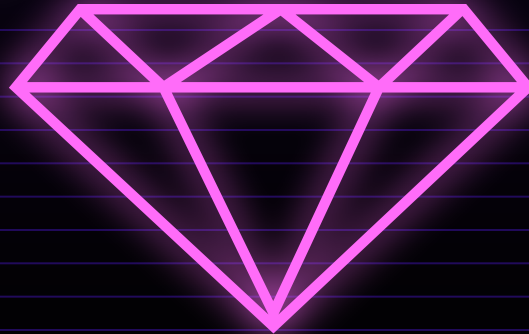
*What elements and principles do you see?*

*Can you still read it despite some are parts are outside the box?*



“Whitespace is like air: it is necessary for design to breathe.”

- *Wojciech Zieliński,*  
*product designer*



01

# *Getting Started*



Where do you start?

# *Focus on these Elements and Principles*



## *Space*

How are you going to use black and white to create interest?



## *Contrast*

Using black and white in an interesting way will create something your audience wants to look at!



## *Shape*

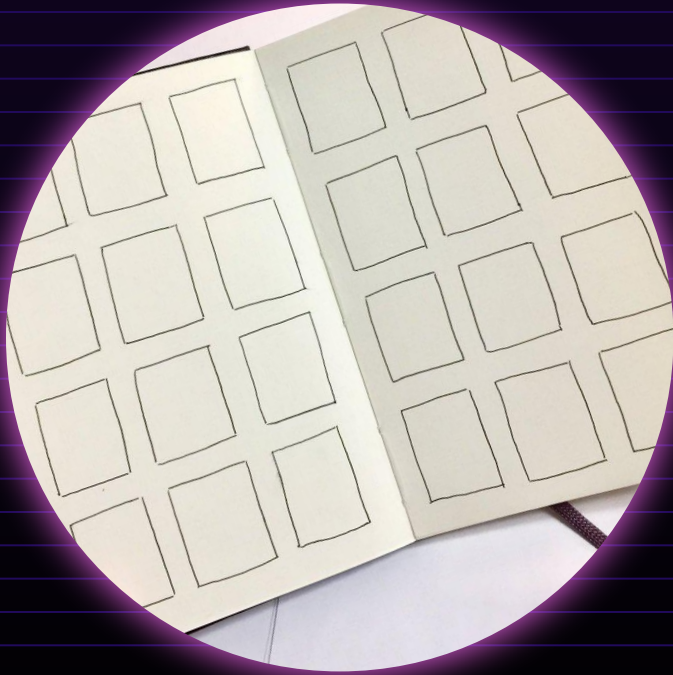
Each font creates a different shape. Also how can you use shape behind your text?



## *Balance*

Be sure to think about the heaviness of black compared to white to keep a balanced design.

# Start with Sketches



Before even starting in Adobe Illustrator...

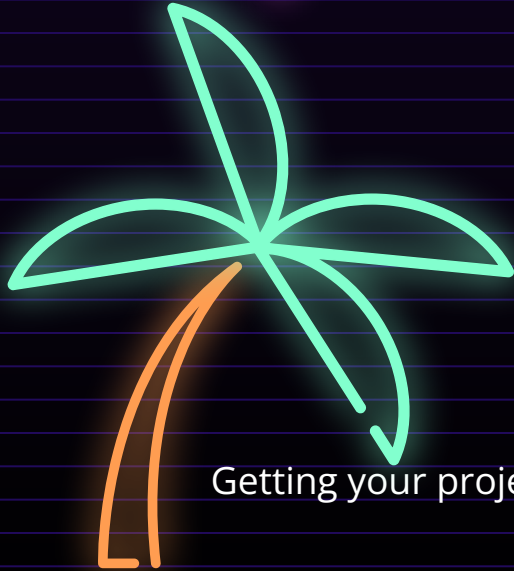
Create 5-6 sketches in you sketchbook

- Draw 5-6 boxes (more if you want)
- You can organize your ideas clearly
- Practice your letter placement before transitioning to the computer.

And the most important thing... ***Check these in with me for your sketchbook points!***

02

# *Creating in Illustrator*



Getting your project on your illustrator Template.

# Things you need



## Sketches

Have your sketches ready to start creating your designs

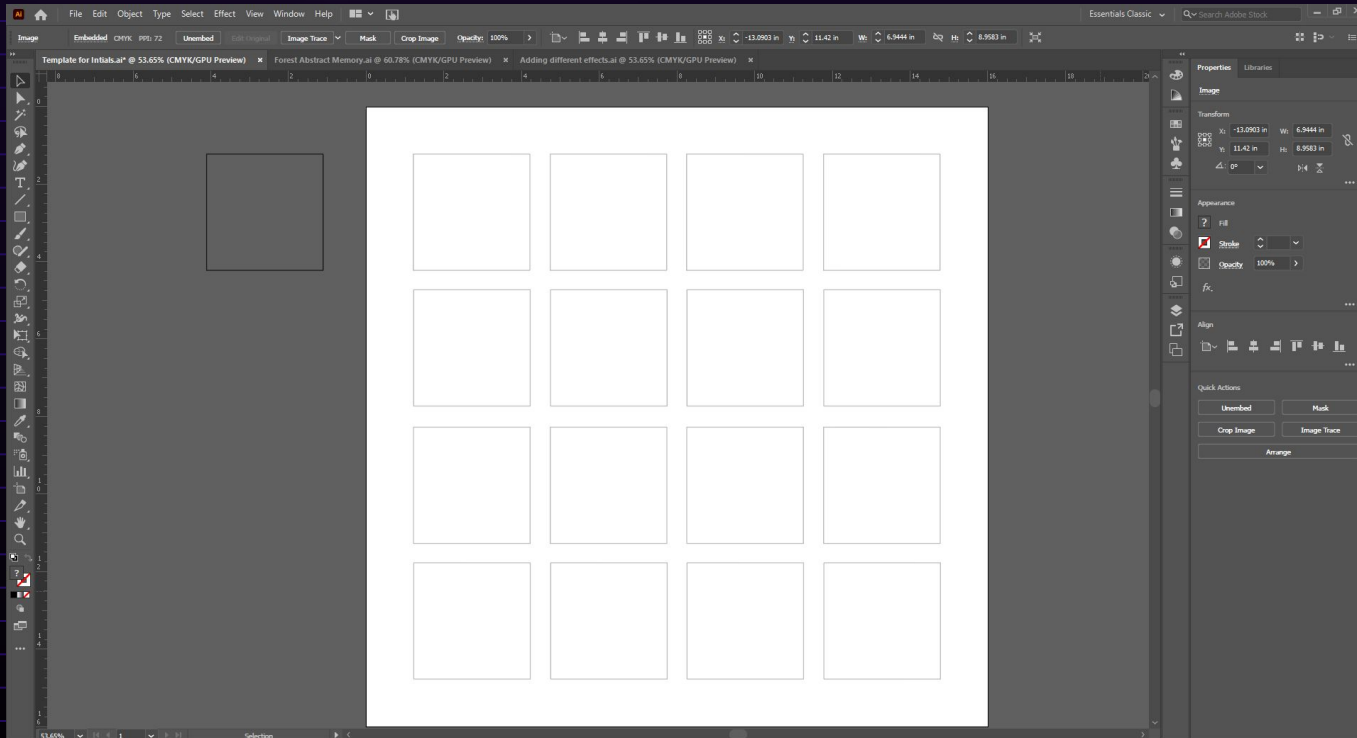
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## Template from Schoology

Log into school and download the template for the assignment.

# The Template...



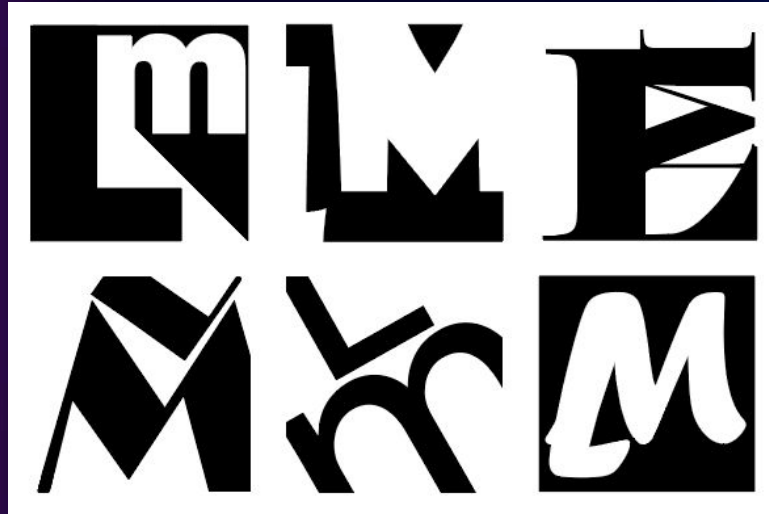
- Download and open in adobe illustrator
- 16 boxes on the artboard.
- These boxes are locked except the box on the top layer.
- The box on the top layer is off to the side because you are going to want to copy it multiple times to make your clipping masks.
- When you are all finished with the assignment you will hide (turn eye off on layer) the bottom layer with the template.

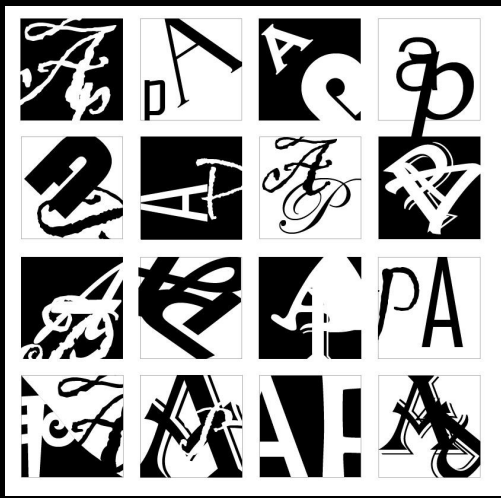
# Basic Instructions:

1. Use the Text Tool- Click and write the first letter of your initials, click in another place and write the second initial. Do this again if you are using 3.
2. Copy and paste one of each letter in each of the 16 boxes in your template.
  - a. *To move things around the page remember to click on the black selection arrow on the toolbar.*
3. You can put a black shape (square, circle, triangle) under your letters to change the background to black if you want to use white letters.
  - a. *These are located under the shape tools in your toolbar.*
4. Use the **Scale, Rotate, Refect, Shear and other tools** to help you create interesting designs using your initials.
5. You can also right-click on the letter and then select **CREATE OUTLINES** to make your letter act more like a shape.
  - a. *You can then use the Direct Selection Tool to manipulate points on the letter.*
6. Also, you can click on the Touch Type Tool which will manipulate your space in other interesting ways.
7. If your letters overrun the square you will have to trim the edges using a clipping mask.
8. Repeat this process until all 16 boxes are filled with unique designs.

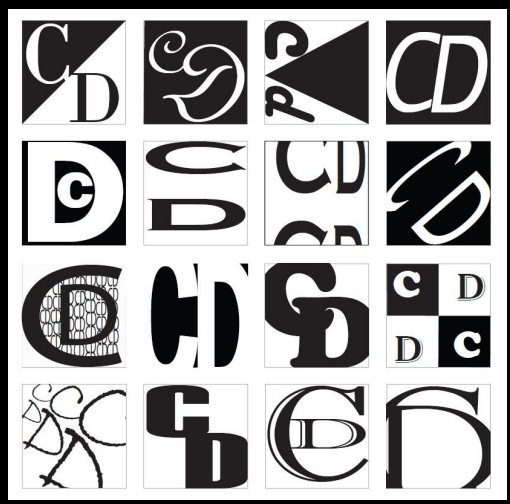
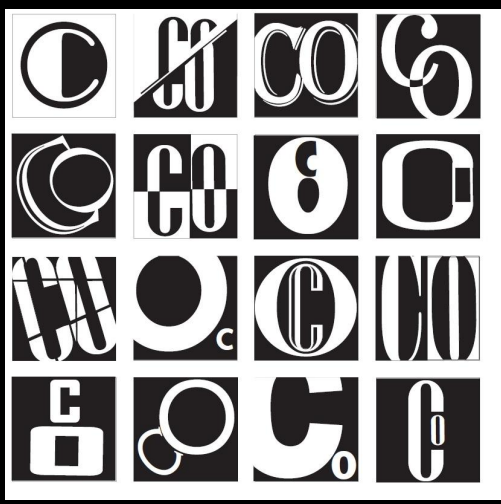
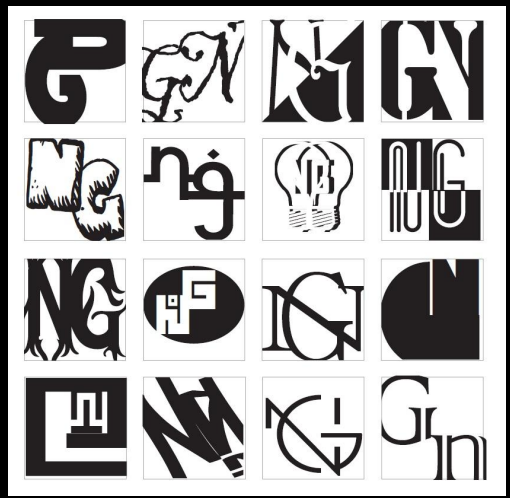
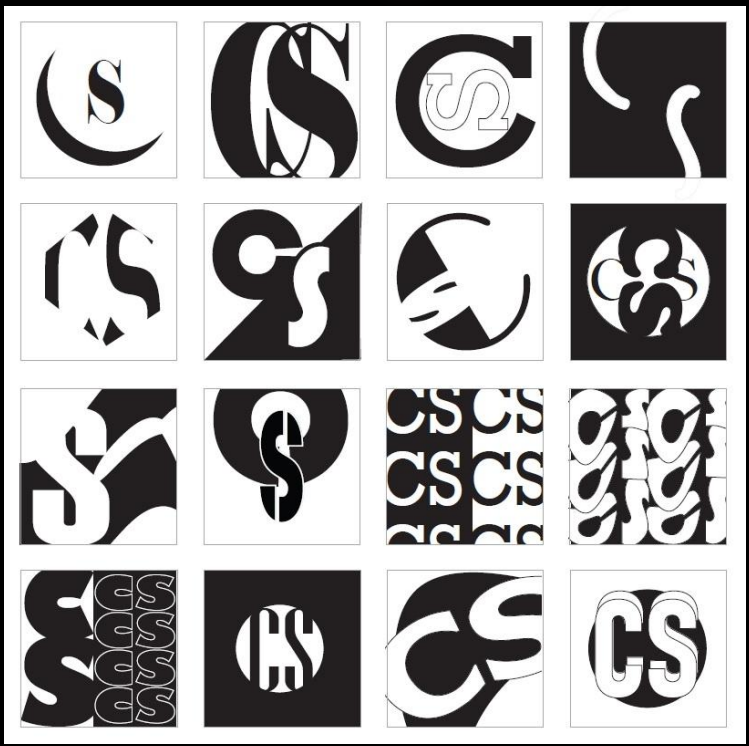


*a few more examples*





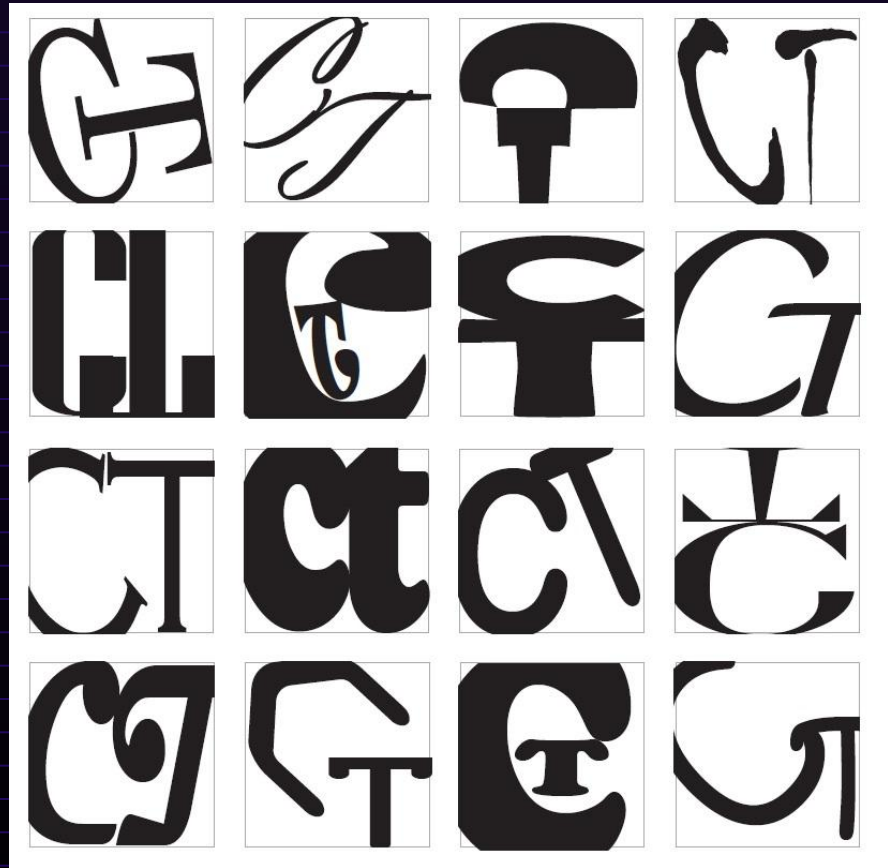
# Examples



*This is a good  
project!*

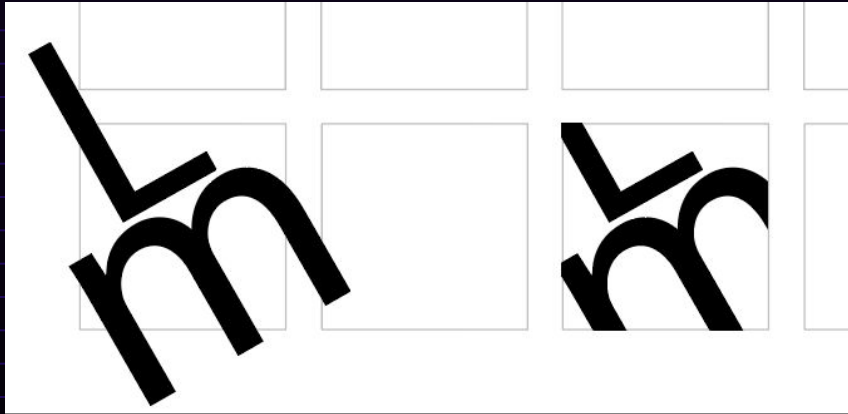
*BUT...*

*It could be great  
by inventing the  
black and white in  
some boxes!*



# What are clipping masks?

A clipping mask is an object whose shape masks other artwork so that only areas that lie within the shape are visible.



Left is before the square clipping mask was applied.

Right was after.



## To make a clipping mask...

1. SQUARE HAS TO BE ON TOP!!
2. Highlight all shapes you want to clip, including square.
3. Right-click - Make clipping Mask



## *Information to Remember...*

- Positive shapes are the image/figure.
- Negative space is the area around the image/ground.
- Creating back-and-forth treatments of figure/ground is known as "figure/ground reversal."
- In good graphic design, positive and negative space is interdependent, with no areas unimportant to the final effect.
- The good designer considers all areas of the page active and equal.



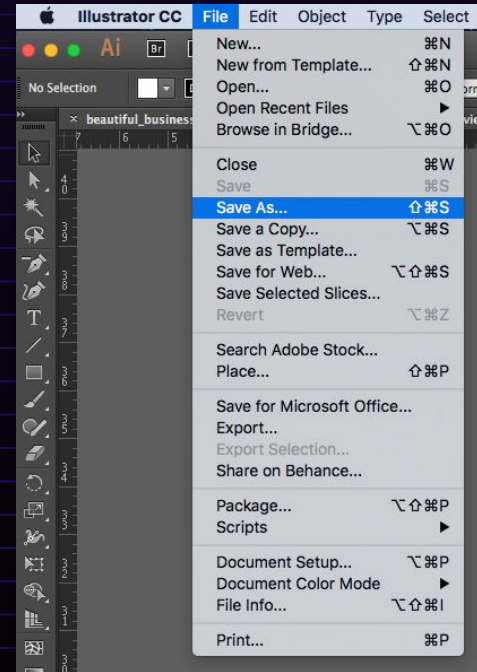
*Try Both Ways...*

*BUT ONLY  
USE ONE!*

- 
- 
- 
- 
- Try your designs as black or white dominate.
- Pick the one you connect with the most.
- 
- Ask your peers for their opinion.
- 
- Only include one of the 2.

# How do I turn in my project?

- Name your file as your last name and the name of the project
  - Ex: mcarthurinitials
- Save your file as an ai (adobe illustrator file) to your drive
- Save again but this time as a PDF to your drive
- **Submit the ai and PDF to schoology**
- Print to Graphics Lab (GLAB)
- Write in pencil on the back
  - Name
  - Year in school
  - Title



# Final Product



- **Do this AFTER you have submitted your final project**
- Pick your favorite design from your 16.
  - Copy and place it onto another artboard 10 in x 10 in
  - Save the project as a SVG
  - Submit to the SVG shirt assignment
- We will print the design using the cricut
- Bring in a shirt, bag, or other item to adhere your design to!