

# Introduction to TYPOGRAPHY

## Lecture 4

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## What will we do today?

- Continue look at the anatomy of type.
- Continue to explore the basic language of type.

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What is the Golden rule of graphic design?

## • There are no rules!

- But there are many worthwhile Silver rules...

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## Pseudo type vs. Drawn type

- Don't use Pseudo type
- Do use Drawn type...PostScript Fonts
- DON'T use City Named Fonts.
- Example: Chicago, Monaco etc...

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Always choose your fonts from the Type menu found in the menu bar in various programs.

Helvetica Light  
Helvetica Regular  
**Helvetica Bold**  
**Helvetica Extrabold**  
Helvetica Light Condensed  
Helvetica Regular Condensed  
**Helvetica Bold Condensed**  
**Helvetica Extrabold Condensed**  
  
**Helvetica Extrabold Extended**  
*Helvetica Regular Italic*  
**Helvetica Extrabold Italic**

a a a

Condensed Regular Extended

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### Font Type

Consists of all the characters in one particular typeface ie. Upper case, lowercase, figures, fractions, punctuation marks.

- There are many parts to a typeface.
- These parts are what makes one font distinct from another.

Ampersand - &

Ligatures - fi ff fl ffi ffl

This Line Is Set In Upper & Lower Case

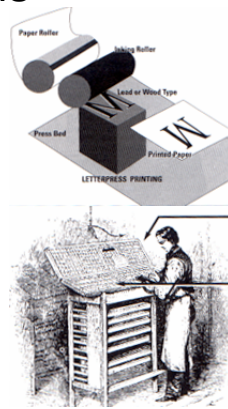
THIS LINE IS SET IN CAPS

THIS LINE IS SET IN CAPS & SMALL CAPS

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# Typesetting methods

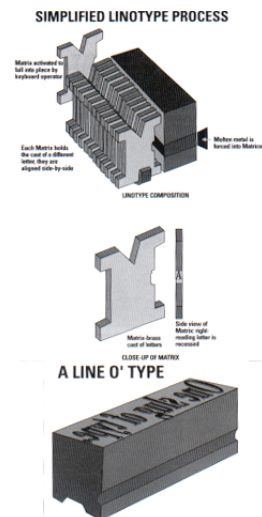
- Hand setting  
Mid Fifteenth century to late 19 century - set one letter at a time.  
Very slow - known as **MONOTYPE**.



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# Typesetting methods

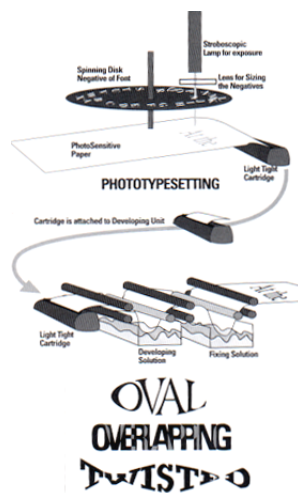
- Casting  
Late 19 century to 1970's — multiple letters joined together
- 50 words per minute — known as **LINOTYPE**.



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# Typesetting methods

- Phototypesetting  
1970's computer output on photographic paper was faster, cheaper & allowed for more typographic manipulation.
- Allowed 50 lines of text per minute.



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## Typesetting methods

- Computer  
The 1980's to present  
Speed is limited only by  
the input device
- allows for total type  
manipulation
- type is shown in  
relationship to other  
graphic elements—  
WYSIWYG.



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## WYSIWYG

- What You See Is What You Get
- Is this true?
- No - despite what manufactures say.  
images on monitor are not **exactly**  
WYSIWYG.
- Don't trust WYSIWYG.
- Except in Photoshop at 100% .

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## Typographic measurements

- Typographers have their own  
measuring system.
- This system is unique to  
typesetting.

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## The POINT

- Take out your typographers rule
- Look to see how big a POINT is.
  
- POINTS are used to measure

**type size**  
and leading

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## The PICA

- Look how big a PICA is on your typographers rule.
  
- Picas are used to measure the **length of a line of type**  
- from left to right.

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## Points and Picas

- There are 72 points to one inch.
- There are 12 Points to one Pica.
- There are 6 Picas to one inch.
  
- Six points are often called -  
“Half a Pica”

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## Agates

- Agates are used to measure column depth in a newspaper.
- Look closely at a newspaper this weekend also make note of how easy it is to read. Why?

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## Ens and Ems and Quads

- In traditional typesetting spaces between words were made by inserting a metal block called a QUAD.
- A QUAD is the square of the point size your using is called an EM.
- Half of an EM is called an EN.
- These measurements are rarely used in today's computer typesetting.

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## Ens and Ems and Quads

- However, these terms apply to Dashes:
- Em Dash — used in a similar manner as a colon, parentheses, or it indicates an abrupt change in thought, or it's used in a spot where a period is too strong and a comma is too weak.
- Created by using Option + Shift + hyphen key.

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## En Dash and Em Dash and Quads

- En Dash – used to indicate a duration, such as hourly time or months or years. Use it where you might otherwise use the word “to”.
- Created by using Option + hyphen key.
- Store Hours: Monday – Friday  
9am – 5pm

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## Text type and Display type

- Type set between 6 point and 12 point is known as...Text Type
- Type set between 14 point and above is known as...

### Display Type

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## Word Spacing

- This is the negative space between words, it is controlled by program presets
- You must learn to see this space and know when to adjust it.
- The general rule is to make sure this space is the same size as the lowercase “i” of the typeface being used.

The rule of thumb for word spacing is to visualize a lowercase i between words.

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## Letterspacing

- The uniform space between letters is known as TRACKING.
- Tracking is set in the software type dialogue box.
- Tracking is a uniform overall setting for letterspacing.

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- Samples of Tracking

LETTERSPACE tracking - 0

LETTERSPACE tracking - 20

LETTERSPACE tracking - 50

LETTERSPACE tracking -100

LETTERSPACE tracking-200

LETTERSPACE tracking - minus 50

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## Linespacing or Leading

- The vertical space between lines of type is called Leading
- This comes from a time when strips of lead were used to make space between lines of type.

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Samples of  
Leading

LINESPACING  
or LEADING - 24pt

LINESPACING  
or LEADING - 29pt

LINESPACING  
or LEADING -36 pt

LINESPACING  
or LEADING -48 pt

LINESPACING  
or LEADING -14 pt

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## Kerning

- Kerning is the individual attention given to the spacing between any two letters

**AB**   **AW**   **AW**

**Automatic tracking**

**Kerned letters**

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## Kerning Pairs:

- These are pairs you must start paying attention too in everything you design in this program.

**Hi** or **fl** — vertical letters together or ligatures

**OC** — curved letters need special attention

**Ya** — always kern after a y —in both body text and display text

**Wn** — oblique letters always present a problem

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## Kerning

- One of the biggest errors made by designers is that they do not pay enough attention to Kerning.
- You should always be aware of Kerning and definitely Kern **all** type above the 14 point size.

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## Kerning & Display text

- What should pass through your head is this....
- “Have I just set type above 14 point?”
- “Yes!”
- “Then I had better Kern it!”
- Or this may happen

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## Be careful



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## Summary

- Don't use Pseudo type.
- Points measure type size.
- Picas measure line length.
- 12 Points = 1 Pica.
- Space between lines of type is called leading.
- Kerning is the individual spacing between each letter.
- Kern all type over 14 points.
- Use Tracking with caution.
- Watch your font choices.

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## Summary

- Don't put your trust in WYSIWYG.
- Tracking and Kerning should be used together to avoid or fix, bad line breaks, hyphenation of words, and large stepping of text on the ragged edge of a column.

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