



## Workshop: Setting Display Text Digital Typography

Use the program InDesign—duration 2 hours

Having reviewed some of the factors dictating your choice of display types, now consider ways of setting arranging the type. Use the following typefaces, set all type at 16pt for this exercise. This workshop enhance your skills to analyze how slight changes affect display text;

- Garamond (Old Style)
- Baskerville (Transitional)
- Bodoni (Modern)
- Century Expanded (Refined Egyptian)
- Helvetica (Sans Serif)

First begin with using the five basic settings of a single line of type, using the words “designing with display type”. Use each of the typefaces given above.

The basic settings are as follows;

1. All CAPS
2. All lowercase
3. Cap first letter of every word
4. Cap first letter of important words (title case)
5. Cap first letter of first word only (sentence case)

Don't be misled by what seems to be only a slight difference between the last three settings. The use of capitals in a word can change not only the appearance, but also the impact. In typography even the most subtle changes can produce very noticeable differences.

Now consider the arrangement, use each of the typefaces and choose one of the basic settings and play with each of the 5 basic ways to arrange words. Use the same phrase “designing with display type”.

1. Type set on one line
2. Flush left, ragged right
3. Flush right, ragged left
4. Centered
5. Random, or asymmetrical

Make sure you do each typeface in the five basic settings and then choose your favourite basic setting, with each typeface explore the five arrangement styles. Label each of the different groups you create. You should have 50 groups when you are done. There will be a lot of copy and pasting in this workshop.

You will have 2 hours to complete this in class, print your pages and make sure you label each page with your name and group information on the top right hand corner. Staple your pages & hand in this workshop on your way out of class. Workshops make up 15% of the final grade of Project 2.

### Example of basic setting #2:

16pt Garamond designing with display text

16pt Baskerville designing with display text

16pt Bodoni designing with display text

16pt Century designing with display text

16pt Helvetica designing with display text

Notice how the various settings differ in terms of readability and character. This exercise just shows you some of the basic ways to create some typographic effects and should just be the beginning of your exploration. How you ultimately setup your display text will depend on your choice of typeface and the unique needs of the specific project. Always play and push the rules of typography when setting your display text.

### Example of basic arrangements:

16pt Garamond  
set on one line  
Designing With Display Text

16pt Baskerville  
flush left, ragged right  
Designing With  
Display Text

16pt Bodoni  
flush right, ragged left  
Designing With  
Display Text

16pt Century  
centered  
Designing With  
Display Text

16pt Helvetica  
random or  
asymmetrical  
Designing  
With  
Display Text