



Typography

Visual Arts | Idy.NG

in Graphic Design



typography

style
typeface
arranging
art
size
letters
leading
numbers
font
tracking
symbols
line length
kerning
technique
type

Typography is the art of arranging letters and text in a way that makes the copy legible, clear, and visually appealing to the reader.

It involves font style, appearance, and structure, which aims to elicit certain emotions and convey specific messages.



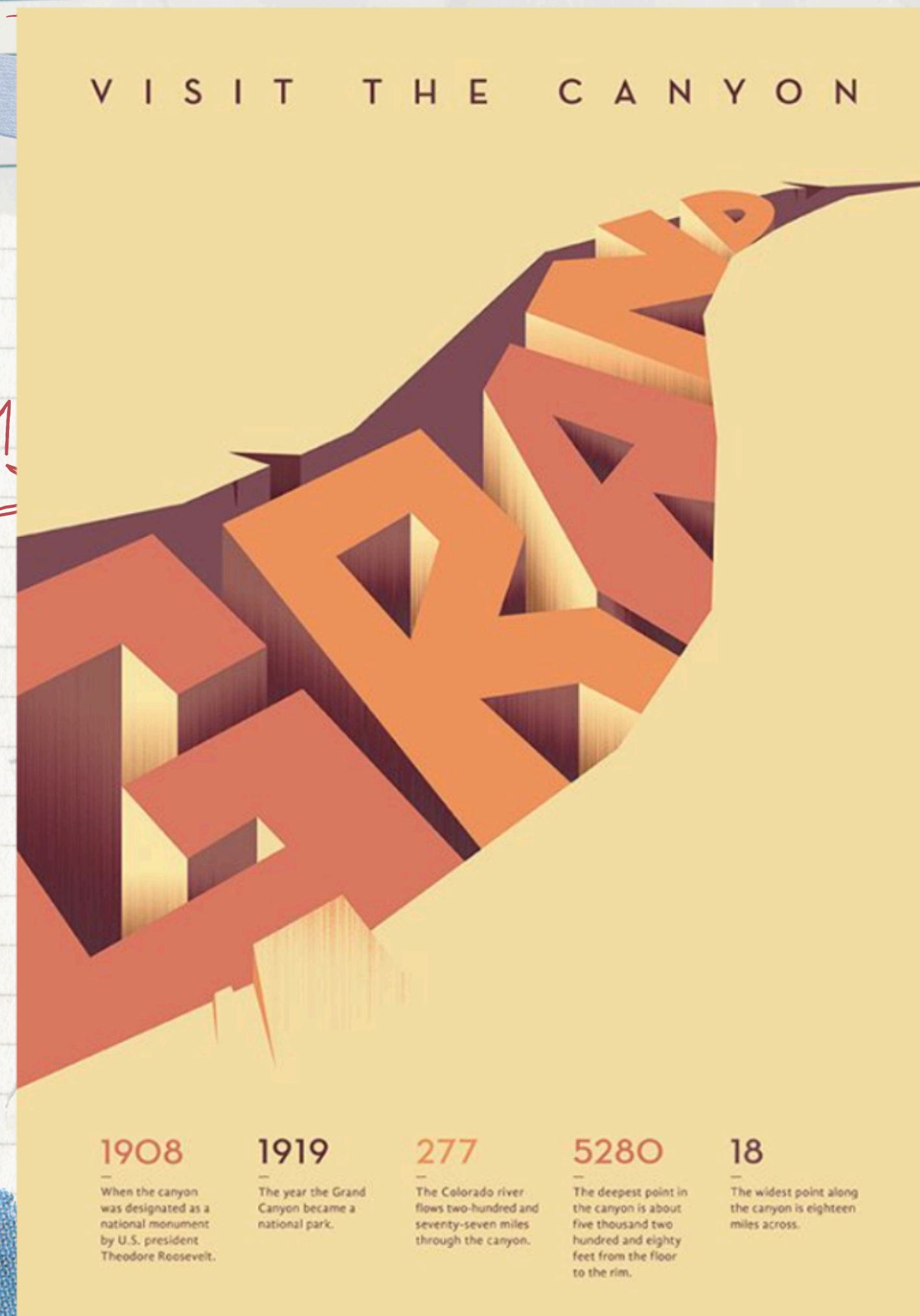
What is Typography DESIGN

- Typography in graphic design focuses on arranging type to enhance visual appeal and readability.
- It involves utilizing design elements like typefaces, font styles, font sizes, text alignment, letter spacing, line height, and kerning.
- The goal is to ensure legibility and readability across different platforms.
- Typography is a vital aspect of graphic design.

Kerning specifically refers to the adjustment of space between letters.

AV Wa
No kerning

AV Wa
Kerning applied

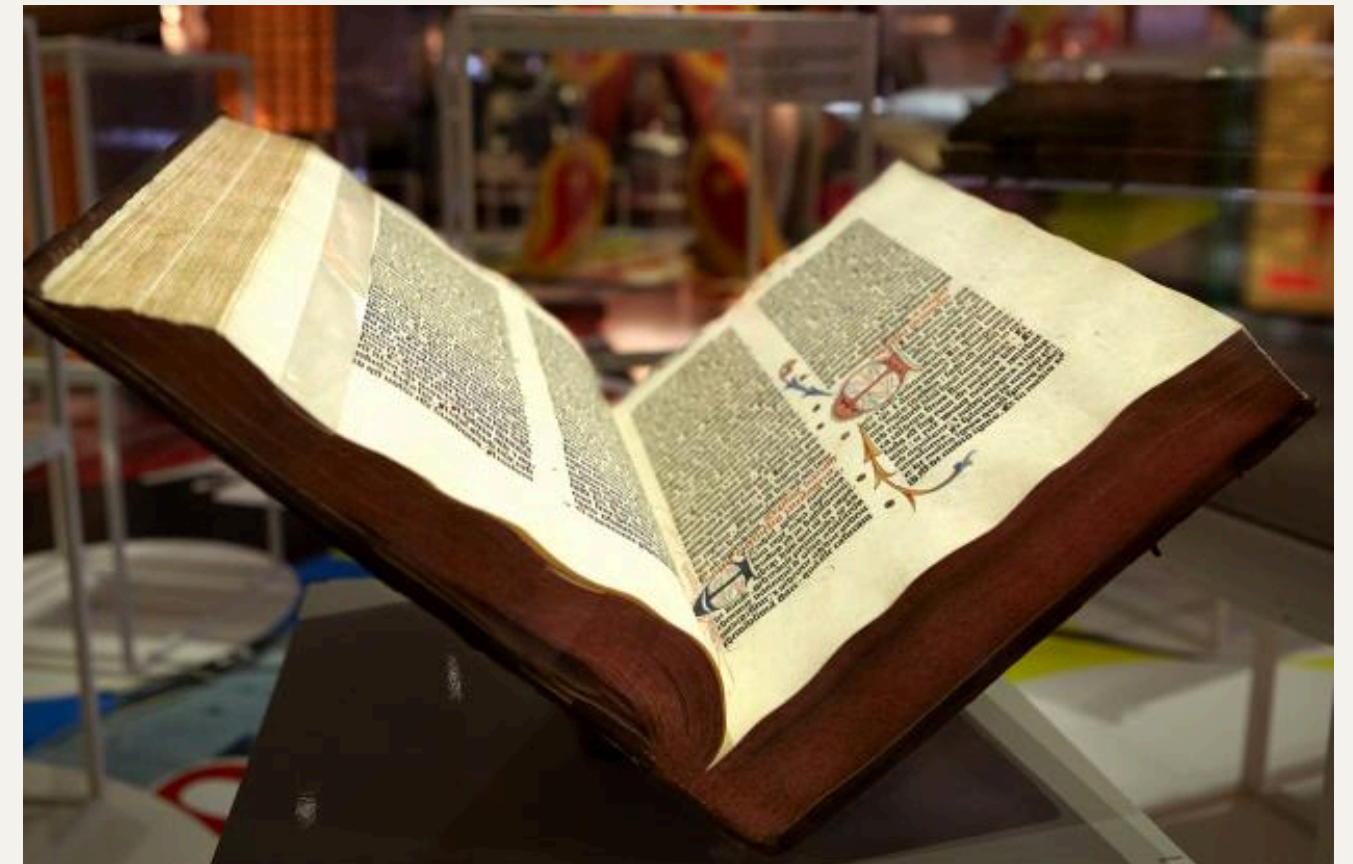
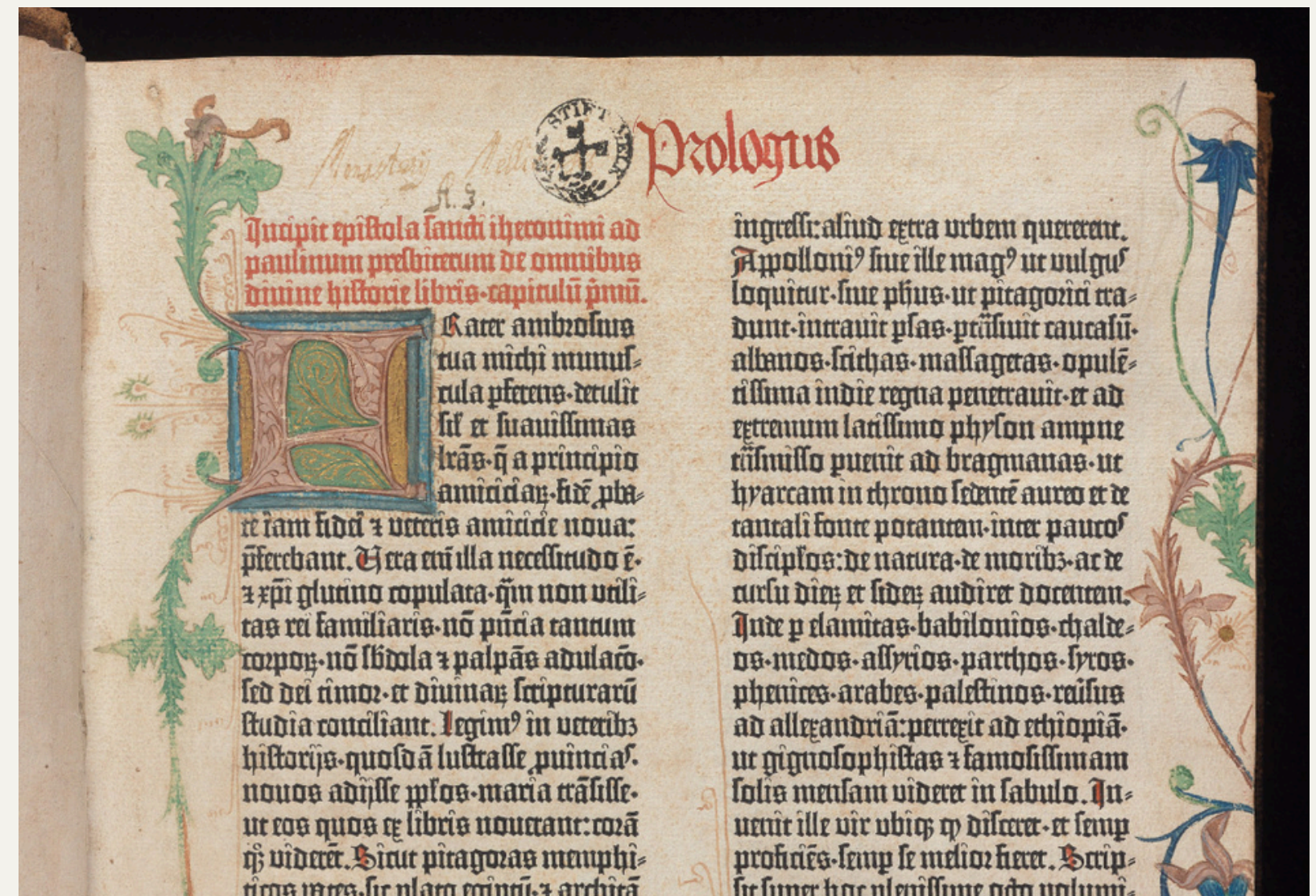


What is Typography DESIGN

- Various fonts have been developed over time, each representing different moods and styles.
- Choosing the right font can enhance your message and make it more appealing to readers.
- Considerations such as style, uniqueness, and clarity should be taken into account when selecting a font for your design or project.

A BRIEF HISTORY OF TYPOGRAPHY

- Typography can be dated back to the 11th century, during the innovation of movable type. Before the digital age, typography was a specialized craft associated with books magazines, and eventually public works.
- The first example of typography can be seen in the Gutenberg Bible, which kick-started a typography revolution in the west.



WHEN DESIGNING TYPOGRAPHY, THE FOLLOWING KEY FACTORS SHOULD BE CONSIDERED



Make
your life
Simple

- Legibility and Readability
 - Ensure the text is easy to read and comprehend
 - Choose appropriate font size, line spacing, and character spacing
- Hierarchy and Emphasis
 - Establish clear visual hierarchy to guide the viewer's eye
 - Use typeface variations (bold, italic, etc.) to highlight important information
- Consistency and Alignment
 - Maintain consistent typographic styles throughout the design
 - Ensure proper alignment and spacing of text elements

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WHEN DESIGNING TYPOGRAPHY, THE FOLLOWING KEY FACTORS SHOULD BE CONSIDERED

- Brand Identity and Personality
 - Select typefaces that align with and reinforce the brand image
 - Use typography to convey the desired tone, mood, and emotions
- Accessibility and Inclusivity
 - Ensure the typography is accessible for users with visual impairments
 - Consider language, cultural, and disability requirements





- Aesthetics and Contrast
 - Create visually appealing typographic compositions
 - Balance typographic elements with other design components
- Functionality and User Experience
 - Optimize typography for digital or print application
 - Enhance the overall user experience through thoughtful type choices



WHY IS IT IMPORTANT?

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DESIGN

1

Typography builds brand
recognition

2

Typography influences
decision-making

3

Typography holds the
attention of the readers

All
↑
THINGS are
POSSIBLE
IF YOU
Believe

WHY IS IT IMPORTANT?

1

Typography builds
brand recognition



- Establishes a unique visual identity for the brand
- Reinforces brand personality and positioning
- Promotes consistent branding across all touchpoints
- Helps create memorable impressions in the minds of audience
- Differentiates the brand from competitors
- Enhances brand recognition and recall
- Contributes to the overall aesthetic and aesthetic appeal
- Fosters a sense of familiarity and trust with the brand

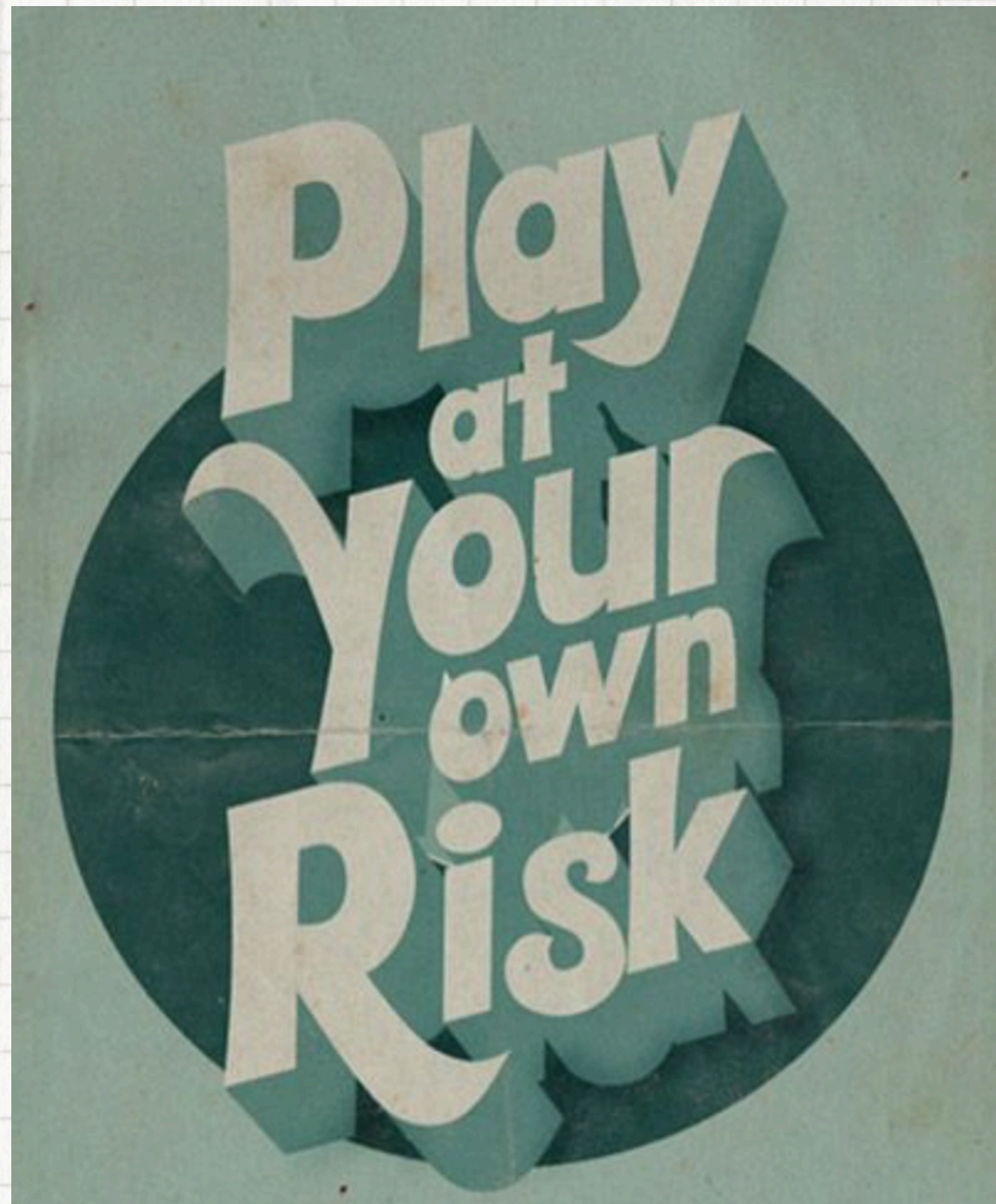


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WHY IS IT IMPORTANT? 2

Typography influences
decision-making



- Shapes the first impression of a brand, product, or content
- Communicates the credibility, professionalism, and trustworthiness of the content
- Evokes emotional responses that can sway decision-making
- Helps emphasize important information and call-to-actions
- Creates visual hierarchy to guide the reader's attention
- Establishes brand consistency across touchpoints
- Contributes to the overall aesthetic and user experience
- Can elicit subconscious associations and perceptions

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WHY IS IT IMPORTANT?

3

Typography holds the
attention of the readers



Typography:

- Creates visual interest and engagement
- Helps organize and structure content for easier reading
- Establishes brand identity and personality
- Conveys the tone and mood of the content
- Guides the reader's eye through the page
- Can make content more memorable and impactful
- Influences the reader's overall experience and perception

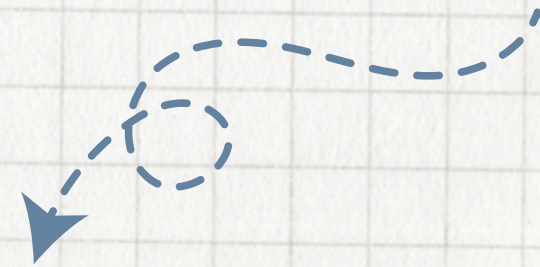
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THE DIFFERENT ELEMENTS OF TYPOGRAPHY

1

1 FONTS & TYPEFACES

key points on the difference between typefaces and fonts:



Typeface

Entire family of fonts (of different weights)

Helvetica

Font

Member of a typeface

Helvetica Regular

Helvetica Oblique

Helvetica Light

Helvetica Light Oblique

Helvetica Bold

Helvetica Bold Oblique

Typeface vs. Font:

- Typeface is a design style that comprises characters of varying sizes and weights
- Font is a graphical representation of a text character

Relationship:

- A typeface is a family of related fonts
- Fonts refer to the weights, widths, and styles that make up a typeface

Put simply:

- Typeface is the overall design style
- Font is the individual weight, width, or style within that typeface

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There are three basic kinds of typeface: serif, sans-serif, and decorative.

Here's a visual example of each:

Serif

Sans-serif

DECORATIVE

Serif

As the visual example above demonstrates, serif typefaces are identified by the extra marks at the end of letters.

The addition of these small strokes and elements gives serif fonts an air of tradition, history, authority, and integrity.

It's no surprise, then, that you'll see this "classic" style used for newspaper titles, for example, or for the font used in books.

Times New Roman, the Microsoft Word original font, is a serif font. It was replaced in 2007 by the sans-serif Calibri.

Sans-serif

Just like the name suggests, sans-serif typefaces are defined by what they lack.

Without the serif's more traditional strokes and dashes, the sans-serif font family is seen as much more modern and bold. As a result, it's clear to read and, when used in headlines, grabs your attention more than serifs.

The CareerFoundry logo, for example, as well as the font used in this blog article, is sans-serif. Popular sans-serif fonts include Helvetica and [Arial](#), the default font when you start writing in a Google Doc.



Decorative

Again, given away by its name, the function of this typeface is aesthetic more than readable. As a result, you're far more likely to see these used in brand names, logos, and short titles.

Walk around your local grocery or toy store, and you'll see decorative fonts jumping out at you from every shelf. Just imagine trying to read an entire article written in them!

Decorative typefaces are excellent for allowing the user to show off even more personality, feeling, and uniqueness with their font choice.



THE DIFFERENT ELEMENTS OF TYPOGRAPHY

2

Contrast

Contrast in Type

Helps to convey which ideas or message you want to emphasize to your readers

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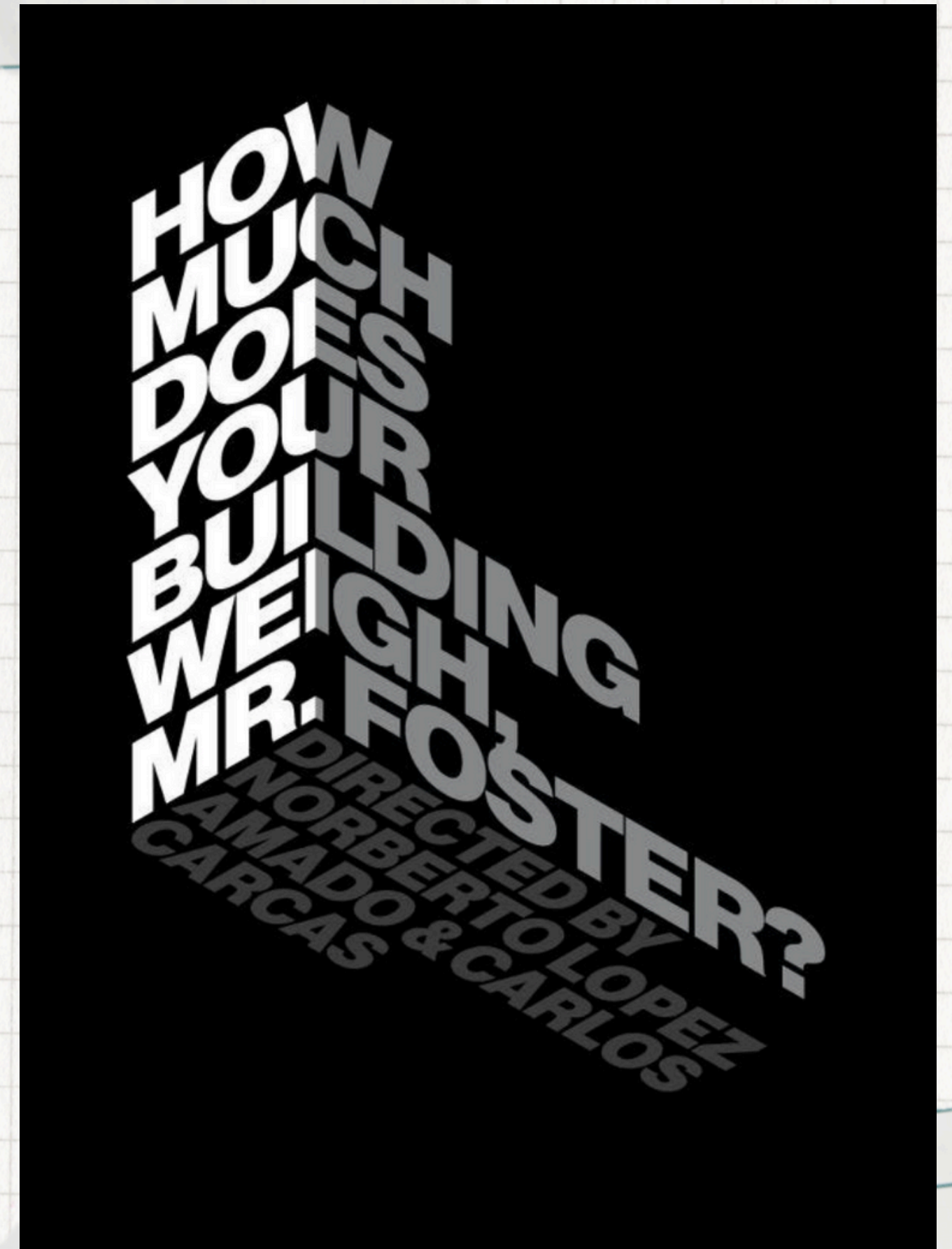
- Much like hierarchy, contrast helps to convey which ideas or messages you want to emphasize to your readers.
- Spending some time on contrast makes your text interesting, meaningful, and attention-grabbing. Most designers create contrast by playing around with varying typefaces, colors, styles, and sizes to create impact and break up the page.

THE DIFFERENT ELEMENTS OF TYPOGRAPHY

Consistency

3

- Keeping your typefaces consistent is key to avoiding a confusing and messy interface.
- When conveying information, it's essential to stick to the same font style so your readers instantly understand what they're reading and begin to notice a pattern.
- While it's okay to play around with levels of hierarchy to some extent, it's good practice to establish a consistent hierarchy of typefaces (one consistent font for headers, another for subheadings) and stick to it.



THE DIFFERENT ELEMENTS OF TYPOGRAPHY

4

good

WHITE SPACE

- Often referred to as “negative space,” white space is the space around text or graphics.
- It’s often overlooked and tends to go unnoticed by the user, but proper use of white space ensures the interface is uncluttered and the text is readable.
- White space can even draw attention to the text and provide an aesthetically pleasing experience. White space often takes the form of margins, padding, or just areas with no text or graphics.



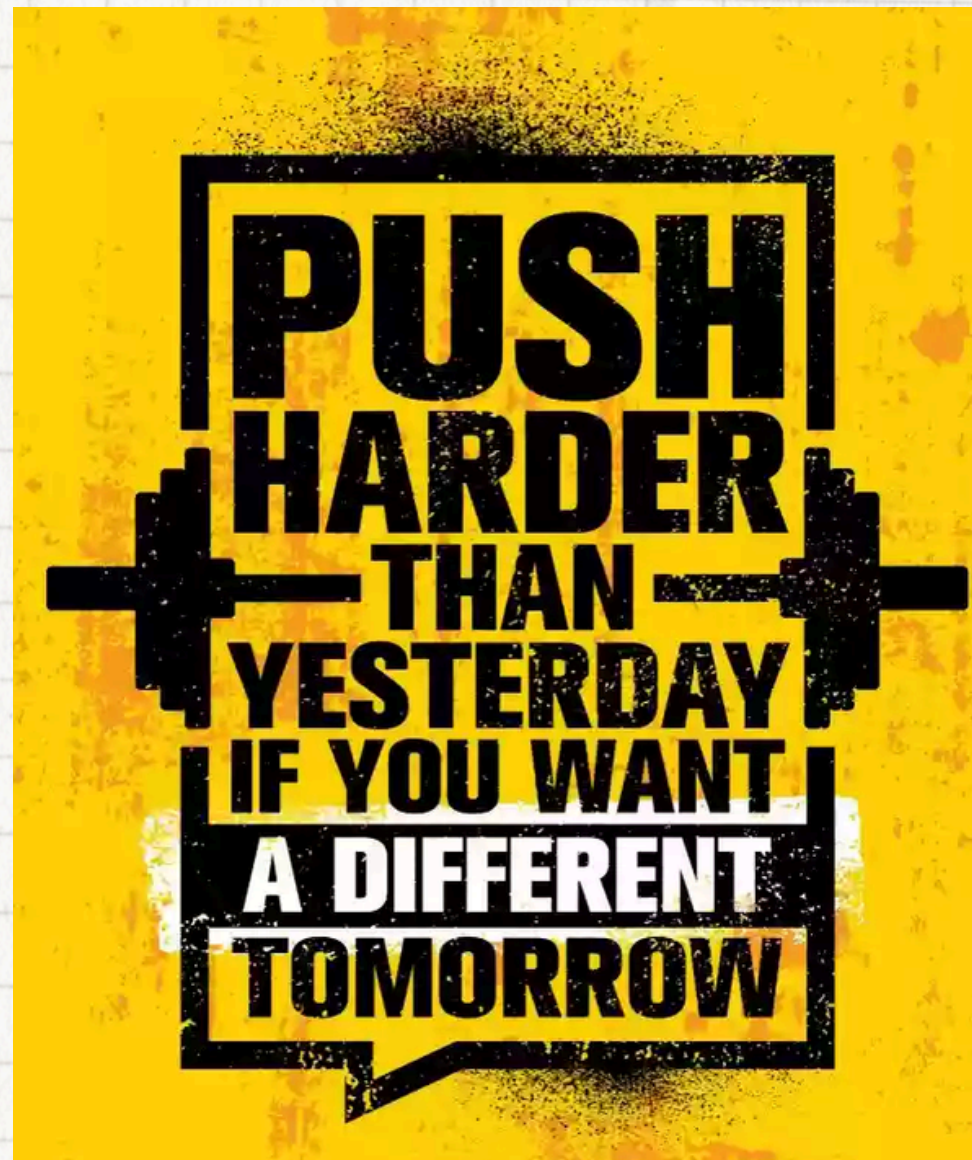
Which text is easier to read?

Typography is a fundamental element of graphic design that goes far beyond simply selecting a font. It is a powerful tool that can make or break the visual impact and effectiveness of a design. Good typography not only enhances the aesthetic appeal of a piece, but it also plays a crucial role in guiding the viewer's eye, communicating the intended message, and evoking emotional responses. The careful selection and placement of typefaces, font sizes, line spacing, and other typographic elements can dramatically influence the readability, legibility, and overall user experience. As such, typography deserves meticulous attention from designers to ensure their work is visually striking, functionally sound, and aligned with the brand's identity and messaging.

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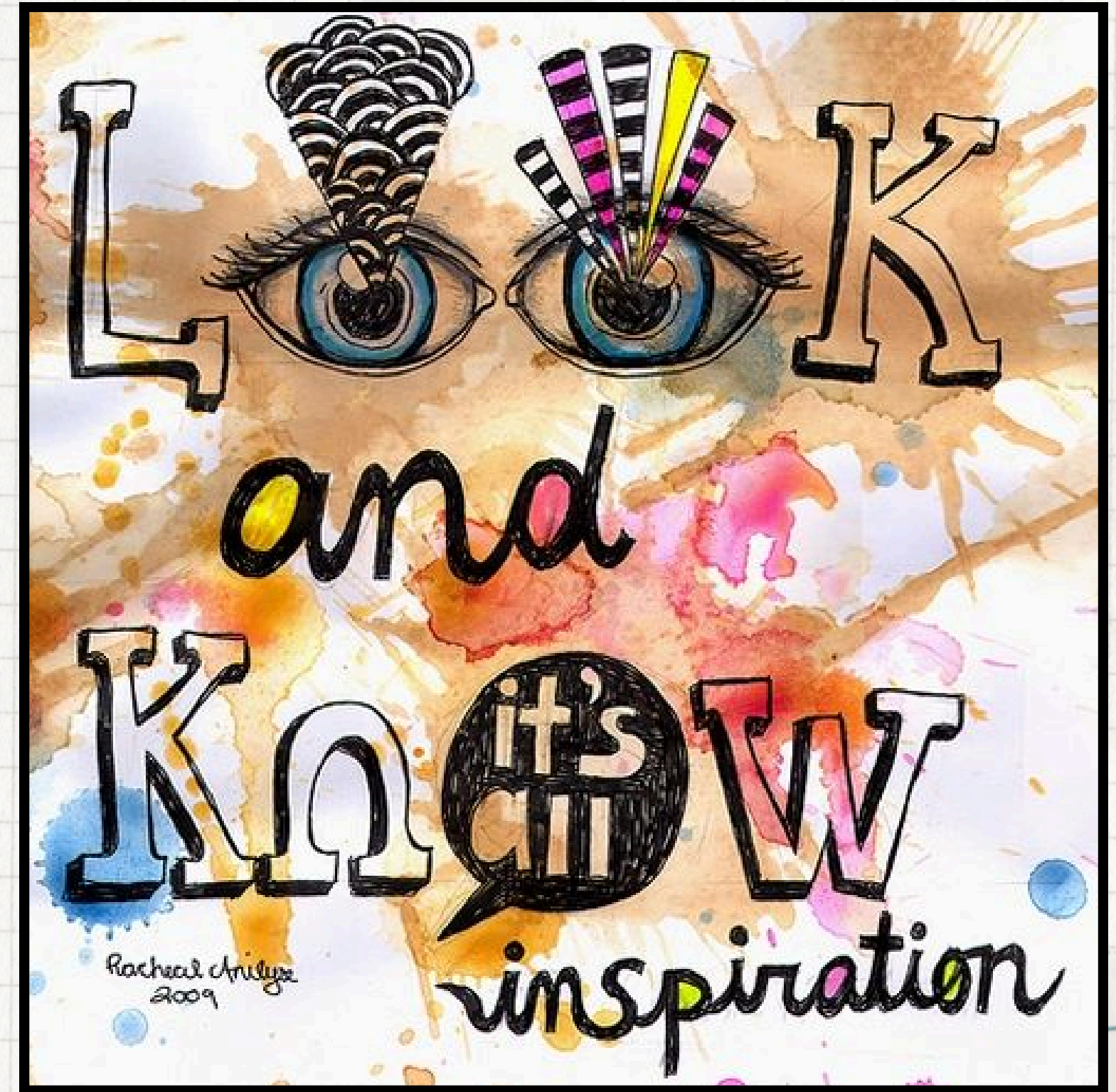
text that is legible and
aesthetically engaging?



THE DIFFERENT ELEMENTS OF TYPOGRAPHY

5 Colour

- Color is one of the most exciting elements of typography. This is where designers can really get creative and elevate the interface to a new level.
- Color has three key components: value, hue, and saturation.
- A good designer will know how to balance these three components to make the text both eye-catching and clearly legible, even for those with visual impairments.



Hierarchy

6

- Establishing a hierarchy is one of the most vital principles of typography.
- Typographical hierarchy aims to distinguish between prominent pieces of copy that should be noticed and read first and standard text copy.
- In an age of short attention spans brought about by social media, designers are urged to be concise and create typefaces that allow users to consume the necessary information in short amounts of time.



THE DIFFERENT ELEMENTS OF TYPOGRAPHY

Hierarchy

6



- PRIMARY HEADING
- SECONDARY HEADING
- TERTIARY HEADING
- BODY TEXT

Thank
you

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in Graphic Design

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style
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