

TYPOGRAPHY

BODY COPY: the majority of text in a print or online publication

When working with body copy, legibility is the key to effective type arrangement. Columns of body copy are arranged with the reader in mind. Body copy is usually 9-11 points in size.

Adjusting the spacing through the use of tracking and leading will ensure good legibility.

Leading The distance from the baseline of one line of type to another is called line spacing. It is also called leading, in reference to the strips of lead used to separate lines of metal type. The default setting in most layout is slightly greater than the cap height of the letters. As line spacing increases, the lines of type become independent linear elements rather than parts of an overall texture.

leading 8/15

This discussion of typography can be fun and educational. Many people enjoy discussing type, especially those people who work in the design field.

leading 8/10

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leading 8/6

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Kerning By holding the Option key and the right or left arrow key, a designer can control the amount of space between letters. Type often defaults in a manner that leaves excess space between letters that can be reduced and allow for more letters to fill a line.

kerning time
kerning time

Alignment is the organization of text into columns with hard or soft edges. The four basic styles of alignment define the fundamental architecture of typographic layout.

- > Justified
- > Flush left
- > Flush right
- > Centered

justified

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flush left

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flush right

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centered

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Tracking is similar to kerning, as it refers to the space between letters. However, tracking refers to the space among all of the letters in a word or line of text. By slightly expanding the tracking across a body of text, the designer can create a more airy field. Negative tracking is rarely desirable. This device should be used sparingly, to adjust one or more lines of justified type.

tracking 0

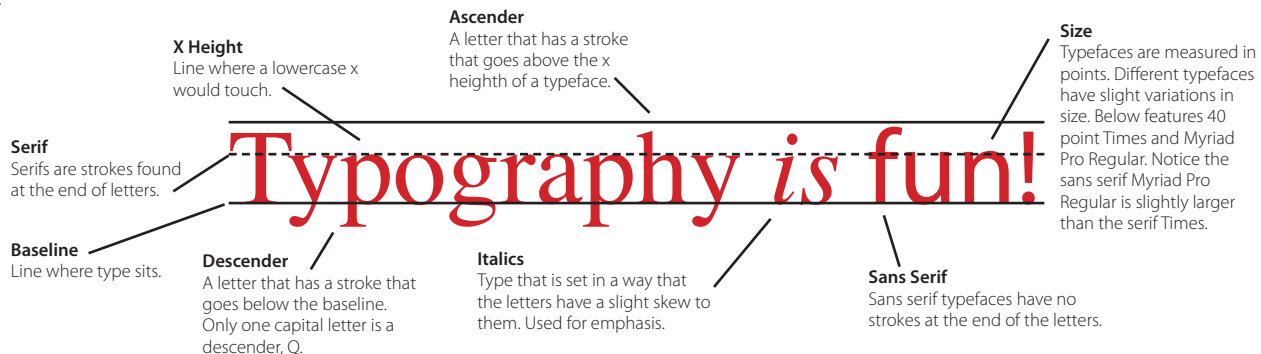
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tracking -20

This discussion of typography can be fun and educational. Many people enjoy discussing type, especially those people who work in the design field.

tracking -50

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Typography Type and people have a lot in common. Like people, type can be categorized by race and family. The most unique member of the family is not a person, but a font.

Race The main races of type you will work with are serif, sans serif, novelty and script.

serif Times	Bookman	Constantia
sans serif Myriad Pro	Helvetica	Arial
novelty Chalkduster	Comic Sans	Curly MT
script Apple Chancery	Bush Script MT	Edmanthan Script

Blackletter is another race of type, but it is unlikely you will use this race. Many professional newspapers with a long history use a blackletter typeface.

Font The simplest way a race of type can be broken down is a font. The following are fonts:

7 point Myriad Pro	7 point Myriad Pro Bold
7 point Myriad Pro Italic	7 point Myriad Pro Light

It is important to understand that not all types work the same, and in some instances, what you do to type can make it illegible:

Serif Type

The way this type is set it is easy to read.

Serif Type All Caps

THE WAY THIS TYPE IS SET IS HARDER TO READ.

Novelty Type

THIS IS ALMOST IMPOSSIBLE TO READ.

Script Type All Caps

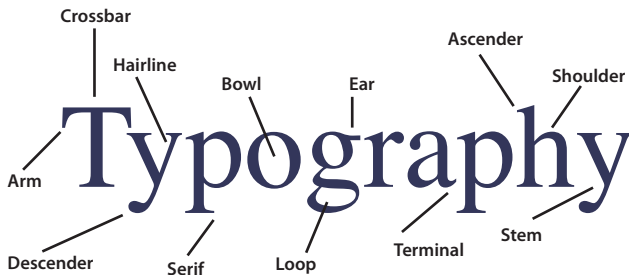
AND WHAT IN THE WORLD DOES THIS SAY?

All caps are typically difficult to read no matter the typeface used.

Optimum line length rule If a line of text is too long, the reader might lose his or her place when moving on to the next line. If lines are too short, readers will tire from their eyes moving back and forth so quickly. To take care of this problem, the optimum line length rule was adopted. While folks tend to quibble over the exact definition of the rule, a good basis is 1.5x the length of the alphabet, for instance:

abcdefghijklmnpqrstuvwxyzabcdefghijklm

As you can see, this text is set slightly longer than the rule would encourage. With this rule, though, the larger the type, the longer the line length.



a b c d e f g h i j k l m n o p q r s t u v w x y z

Zapf Dingbats



Webdings



Wingdings



Wingdings2



Pizza Dude Bullets



Wingdings3



A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Zapf Dingbats



Webdings



Wingdings



Wingdings2



Pizza Dude Bullets



Wingdings3



1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () - _ = +

Zapf Dingbats



Webdings



Wingdings



Wingdings2



Pizza Dude Bullets



Wingdings3



[] \ ; ' , . / { } | : " < > ?

Zapf Dingbats



Webdings



Wingdings



Wingdings2



Wingdings3

