

TYPOGRAPHIC *SPRINTS*:



TYPOGRAPHIC TERMS.



TYPOGRAPHIC TERMS //

| DESCRIPTION:

Research the list of Typographic Terms and Considerations to the right. In Adobe InDesign Layout, define, and illustrate the terms within an 11x17" layout. While designing this layout consider hierarchy, form, contrast, emphasis, typeface selection, spacing, kerning, tracking, and leading.

| OBJECTIVES:

- a. Students will identify and define typographic terms.
- b. Students will illustrate typographic terms.
- c. Students will develop typographic hierarchy.
- d. Students will use form [elements and principles of design] to develop a visual aesthetic.

| CONSIDERATIONS:

- 1. How can adjusting hierarchy, spacing, contrast, and alignments affect the visual message communicated through typographic form?
- 2. How can you create contrast using typography?
- 3. How do typefaces communicate personality?
- 4. How do you know which typefaces are designed well and how do you select typefaces?

| READING:

Reference the following texts:

- 1.1 *Thinking with Type*, 2nd, by Ellen Lupton, ISBN-10: 1568989695
- 2.1 *Lettering & Type*: by Bruce Willen, ISBN-10: 156898765X
- 3.1 *Graphic Design Thinking*, by Ellen Lupton, ISBN-10: 1568989792

| RESEARCH:

SEE ALL PINTERST BOARDS: [HTTPS://WWW.PINTEREST.COM/CARRIEADYER/](https://www.pinterest.com/carrieadyer/)

- 1. TYPOGRAPHIC ANATOMY: [HTTPS://WWW.PINTEREST.COM/CARRIEADYER/TYPOGRAPHIC-ANATOMY/](https://www.pinterest.com/carrieadyer/typographic-anatomy/)
- 2. \ T Y P 3 _CANDY: [WWW.PINTEREST.COM/CARRIEADYER/T-Y-P-3-_CANDY/](http://www.pinterest.com/carrieadyer/t-y-p-3-_candy/)
- 3. TYPOGRAPHIC COLLAGE [WWW.PINTEREST.COM/CARRIEADYER/TYPOGRAPHIC-COLLAGE/](http://www.pinterest.com/carrieadyer/typographic-collage/)
- 4. LAYOUT DESIGN: [WWW.PINTEREST.COM/CARRIEADYER/LAYOUT-DSIGN/](http://www.pinterest.com/carrieadyer/layout-design/)
- 5. BOOKS-ZINES: [WWW.PINTEREST.COM/CARRIEADYER/BOOKS-ZINES/](http://www.pinterest.com/carrieadyer/books-zines/)

In your own words define & illustrate the following:

WHAT IS TYPOGRAPHY?

FONT vs. TYPEFACE.

GLYPH vs. CHARACTER.

KERNING.

TRACKING.

LEADING.

TYPOGRAPHIC GRID.

TYPOGRAPHIC HIERARCHY.

TYPEFACES TO AVOID.

ALIGNMENT.

RAG / RIVER.

ORPHAN / WIDOW.

TYPOGRAPHIC TERMS.



RUBRIC.



TYPOGRAPHIC TERMS.

RUBRIC OVERVIEW

Within this assignment work to develop your typography and illustrations. The best examples of student work illustrated terms, selected and spaced typographic elements using hierarchy and emphasis, considered creativity and voice in their pieces. Some of the work struggled to develop typographic systems of hierarchy, weight, contrast, and flow.

#	Criteria	% of grade	Draft Quality	Developing	Meets Expectations	Above Average	Stellar
1.	Typefaces. Examples include: ___. Is there a thoughtful selection of well designed typefaces that were chosen for the layout? ___. Was there an effort to try different orientations, and adjustments mixing typefaces considering size and scale.	6%	0	1	2	3	4
2.	Kerning, Leading, & Tracking. Examples include: ___. Did student experiment with a wide selection of spacing options considering Kerning, Leading, and Tracking? ___. Did student try different spacing options and adjustments mixing different types of spacing together to create a sophisticated aesthetic.	6%	0	1	2	3	4
3.	Weight & Contrast. Examples include: ___. Did student try different weights and styles like Bold, Light, Condensed, Italic, Thin, Ultra Thin, etc.	6%	0	1	2	3	4
4.	Typographic Hierarchy. Examples include: ___. Is there a sense of hierarchy and scale in the overall layout and within each individual micro composition? ___. Was scale used as an important factor to distinguish this order of hierarchy? ___. Does the hierarchical order make sense?	10%	0	1	2	3	4
5.	Visual Language. ___. Is there an attempt at developing Visual Language, individual voice, and aesthetic from the student's unique point of view?	8%	0	1	2	3	4
6.	Are all Terms Listed & Illustrated?	9%	0	1	2	3	4
7.	Risk-taking & Originality. Examples include: ___. Is there unique perspective and interpretation of typographic styling from the students own inspiration and visual language?	5%	0	1	2	3	4
8.	Presentation + Overall finished Layout. Examples include: ___. Work implements consideration of negative space, hierarchy, margins.	10%	0	1	2	3	4
9.	Overall Process + Design Thinking. Examples include: ___. Is student working on process and developing their work. ___. Did student work on sketches? ___. Did student perfect compositions to completion considering the Elements and Principles of Design.	10%	0	1	2	3	4
10.	Self Driven Critique, Peer Critique, & Studio Culture.	10%	0	1	2	3	4
11.	Professionalism + Positive Thinking.	10%	0	1	2	3	4
12.	Followed Submission Instructions?	10%	0	1	2	3	4

TYPOGRAPHIC TERMS.



ASSIGNMENT PROCESS.



Assignment Process / Typographic Terms.

__a. Software: Open Adobe InDesign.

__b. New Document: Create a Print-based document at 11"x17", Tall/Portrait.

__c. Text Box & Written Definitions:
Draw a text box and type a definition in your own words of each term.
[These do not have to be long definitions.]

__d. Select Typeface:
Apply a typeface to the text boxes you created.

How to select a typeface/font? Selecting a typeface that is well designed is hard. Not all typefaces are considered as good choices for every project. The range of Typefaces available are constantly changing, shifting. Selecting a typeface that fits the mood of your project, connects with trend forward design, and is also designed well is not easy. Some designers struggle with this task well into years of being a professional designer.

__e. Hierarchy:
What is Hierarchy? Hierarchy focuses on what stands out most to the eye. What does the eye notice first as a primary emphasis, what does the eye focus on next as secondary emphasis, and what does the eye focus on as tertiary emphasis, etc. Hierarchy is an extremely important part of graphic design and helps the viewer identify visual systems.

So, how can you establish Hierarchy in this layout? Examples of ways you can experiment with hierarchy include adjusting size, scale, weight, density, color, etc.

__f. Tracking / Leading:
Edit tracking and leading in the Character Panel. Consider spacing out letterforms under tracking slightly. Tracking is by default zero. Tracking out typographic forms depends on the typeface utilized. All typefaces are actually different sizes and spacing in comparison to each other.

__g. Grid:
Organize in space considering the underlying grid. Do text boxes align? Do you have a nice area of white space or margins around the edges? Does the composition breathe?

Sample
Layout
Example:

TYPOGRAPHIC TERMS & CONSIDERATIONS:

01.

WHAT IS TYPOGRAPHY?

Typography is the art of designing letterforms, and/or arranging these forms in space, including styling the typography and adjusting kerning, tracking, and leading.

02.

FONT vs. TYPEFACE:

A *typeface* is the particular design of a collection of letterforms and *font* is the way that these letterforms are delivered to be installed on your computer or device.

03.

GLYPH vs. CHARACTER

A individual *character*, like a lowercase b, can be assigned different alternates *glyphs* (within the Glyph panel, numbered by Unicode).

b, b, B, B, B

04.

KERNING.

When you adjust *Kerning* you are adjusting the spacing between two individual letterforms.

AV AV

05.

TRACKING.

When you adjust *Tracking* you are adjusting the spacing across a combination of multiple letterforms -sometimes a whole paragraph.

AVENUE

06.

LEADING.

Leading is adjusting the spacing between lines of letterforms.

He lived at the end of Oak Avenue. It was a brisk morning and he still had not heard from her.

07.

TYPOGRAPHIC GRID.

Typographic Grid is the underlying invisible structure used to build a layout or poster design. There are many different ways a grid can be established

08.

TYPOGRAPHIC HIERARCHY.

Typographic Hierarchy is establishing a system for how the viewer interprets the text based elements within a design work. Hierarchy helps the viewer know where to look first.

09.

TYPEFACES TO AVOID.

Professional designers avoid the following typefaces (in addition to many others):

Comic Sans Curlz
Apple Chancery Hobo
Papyrus Bradley Hand

10.

ALIGNMENT.

He lived at the end of Oak Avenue. It was a brisk morning and he still had not heard from her.

CENTERED

He lived at the end of Oak Avenue. It was a brisk morning and he still had not heard from her.

LEFT ALIGNED

He lived at the end of Oak Avenue. It was a brisk morning and he still had not heard from her.

RIGHT ALIGNED

11.

RAG / RIVER.

He lived at the end of Oak Avenue. It was a brisk morning and he still had not heard from her.

He lived at the end of Oak Avenue. It was a brisk morning and he still had not heard from her.

12.

ORPHAN / WIDOW.

He lived at the end of Oak Avenue. It was a brisk morning and he still had not heard from her.

WIDOW

He lived at the end of Oak Avenue. It was a brisk morning and he still had not heard from her.

He lived at the end of Oak Avenue. It was a brisk morning and he still had not heard from her.

from her.

He lived at the end of Oak Avenue. It was a brisk morning and he still had not heard from her.

He lived at the end of Oak Avenue. It was a brisk morning and he still had not heard from her.

ORPHAN

Note:
There is some disagreement in the field as to which is the widow and which is the orphan...