

# TYPOGRAPHY

- Watch the video “An Intro to Typography” by Karen Kavett on YouTube.
- Review the following slides, taking notes so you can complete the scavenger hunt later.

# TERMS



**7** MINUTE  
STARTER

*Jostens*

As you can see, serifs are the little “feet” on letters. Sans Serif literally means “no serif” and applies to fonts like Ariel that don’t have serifs on them.

# TYPE STYLES



**SERIF** fonts have little feet on them. In general, serif fonts are easier to read in long text blocks.



**"SANS SERIF"** literally means "without serifs." Sans Serif type does not have feet on the letters.



Full of personality, **DECORATIVE** fonts should be reserved for headlines and should be used in moderation.



Traditional and classic, **SCRIPT** fonts are often difficult to read, so they should be reserved for headlines and used in moderation.

# COMBINING FONTS

## Add energy with contrast

**VISUAL  
SPARKS**

ATY Wind 90 Bold & Light

Using bold creates  
visual emphasis  
and **heavy-light**  
contrast.

**VISUAL  
SPARKS**

ATY Centium Speed Medium

Combining big and  
small establishes  
**contrast by size**.  
For effective  
contrast, size  
differences should  
be pronounced.  
Although visual  
emphasis is usually

visual  
**sparks**

ATY Foundation Sans Ultra Light & ATY Salut

Mixing typefaces  
from two different  
categories, such  
as serif and sans  
serif establishes  
**contrast by**  
**combination**.

visual  
**SPARKS**

ATY Foundation Roman-Rate

Using all caps,  
or lowercase, these  
capitalization  
techniques are  
powerful for a few  
key words in a  
headline.  
While readers  
reject body copy

**VISUAL  
SPARKS**

ATY Foundation Sans Black

**Color-black**  
**contrast** is  
powerful and  
effective when a  
key word or phrase  
in the primary

headline is printed  
in color. Drop  
caps and caption  
lead line often echo  
the color from the  
headline.

**7** MINUTE  
STARTER

*Jostens*

Proximity: Captions should be next to the photo they describe. Photos about the same topic should be touching or should have narrower spacing than other photos.

# TYPE SIZES



**Type is measured in points.**

It is measured from the bottom of a descender to the top of an ascender.

**These are all 36 point type.**

**yearbook**

*yearbook*

**YEARBOOK**

**7** MINUTE  
STARTER

*Jestens*

Because type is measured from the bottom of a descender to the top of an ascender, fonts can appear to be very different sizes even when they are the same point size.

# TEXT ALIGNMENT

## JUSTIFIED

With his head in his hands and the sweat coming down his face, sophomore Brandon Gonzales knew it was all worth it when he placed third in the district race. He finished with a time of 20:06 to lead the junior varsity team.

## ALIGN LEFT

With his head in his hands and the sweat coming down his face, sophomore Brandon Gonzales knew it was all worth it when he placed third in the district race. He finished with a time of 20:06 to lead the junior varsity team.

## ALIGN RIGHT

With his head in his hands and the sweat coming down his face, sophomore Brandon Gonzales knew it was all worth it when he placed third in the district race. He finished with a time of 20:06 to lead the junior varsity team.

## CENTERED

With his head in his hands and the sweat coming down his face, sophomore Brandon Gonzales knew it was all worth it when he placed third in the district race. He finished with a time of 20:06 to lead the junior varsity team.

**Justified:** When type is justified, it has a structured or blocky look with even edges on both the left and the right. Uneven word and letter spacing is especially noticeable in narrower columns of text.

**Align left:** Type set flush left is considered the most readable and natural because spacing is consistent, and the reader's eye can easily find the beginning of each line. The reader appreciates the openness created by the space at the ends of the lines, especially in longer stories.

**Align right:** The spacing of words and letters is consistent in flush right type also, but readability drops because the left side where the reader expects to see a line start is not even, but ragged. Type that is aligned right has a distinctive look and could be a design choice for a small amount of text.

**Align center:** Centering is symmetrical, balanced, formal and potentially boring. Letter and word spacing are consistent, but the reader has to keep finding the line beginnings. Like right-aligned type, center-aligned looks best for small amounts of text and without hyphenated words.

# LEADING

## NORMAL LEADING

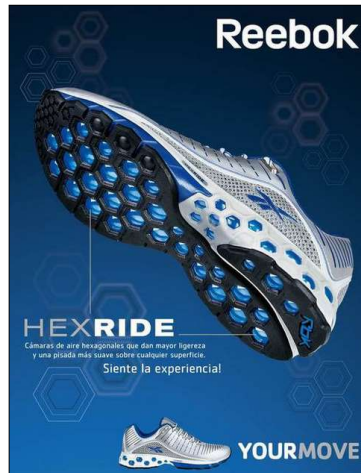
With his head in his hands and the  
sweat coming down his face,  
sophomore Brandon Gonzales  
knew it was all worth it when he  
placed third in the district race. He  
finished with a time of 20:06 to  
lead the junior varsity team.

## EXPANDED LEADING

With his head in his hands and the  
sweat coming down his face,  
sophomore Brandon Gonzales  
knew it was all worth it when he  
placed third in the district race. He  
finished with a time of 20:06 to lead  
the junior varsity team.

Also called spacing, leading (pronounced *led-ding*) is the space between the lines of type and is measured in points. As the difference in point size and the leading increases, so does the space between lines.

# NAME THAT TYPE



**7** MINUTE  
STARTER

Reebok

*Jestens*

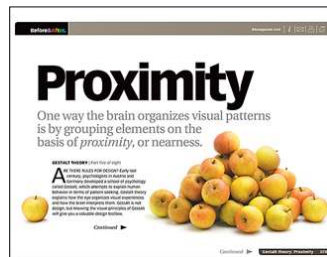
**What type of font style is used?** San serif (no feet)

**What alignment is used?** Primarily align right

**What type of leading is used?** Normal leading



# NAME THAT TYPE



**7** MINUTE  
STARTER

Before & After Magazine

*Jostens*

**What type of font style is used?** San serif on headline, serif on subhead and story.

**What alignment is used?** Align left

**What type of leading is used?** Normal leading

# NAME THAT TYPE



**7** MINUTE  
STARTER

Converse

*Justins*

**What type of font style is used?** Decorative font

**What alignment is used?** centered

**What type of leading is used?** Normal leading

# PUT IT ALL TOGETHER



**7** MINUTE  
STARTER

Pantone

*Festens*

Have students identify as many design principles and text elements as possible on this spread. They should be able to find each of the design elements and identify the type styles.

# PUT IT ALL TOGETHER



7 MINUTE  
STARTER

Pantone

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Have students identify as many design principles and text elements as possible on this spread. They should be able to find each of the design elements and identify the type styles.

## STEP 2 - PRACTICE

- Complete Activity 5.1 - Design Scavenger Hunt.
  - Reference Jostens Adviser & Staff Pinterest page, Internet searches, posters, magazines or books.
  - Take photos, screen captures or pin your samples to the class Pinterest board, labeled with your name.
- Complete Activity 5.1 – What's Your Type?

**7** MINUTE  
STARTER

*Jostens*

Note: adviser or editor should have set up a class pinterest board, with boards for Dominance/Contrast, Repetition, Alignment and Proximity.

## STEP 3 - USE

- The file of ideas that you collect should be referenced throughout the year when you are looking for design or coverage inspiration.

**7** MINUTE  
STARTER

*Jestens*

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