

Professional Publishing

Session 5: Typography



IF YOU REALLY HATE SOMEONE, TEACH
THEM TO RECOGNIZE BAD KERNING.

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Slide 2

References

- Sandee Cohen, *InDesign for Macintosh & Windows: Visual Quickstart Guide*, Ch 15. Typography Controls, pp287-298
- Ellen Lupton, *Thinking with Type*
- Robin Williams, *The Non-Designer's Type Book*

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Issues

- Typographic definitions
- InDesign typographic controls
- Magazine typography

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Type

- Glyphs are individual characters in a font
 - Can be a graphic
- Combinations of Glyphs are called Ligatures, e.g. “fi” and “fl”.
- TrueType and Postscript fonts have 256 separate Glyphs
- OpenType extends characters to thousands of Glyphs, including Ligatures and Symbols

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Type

- Type family is a collection of fonts, such as Arial, Arial Bold, Arial Italic and so on
- Font is a collection of glyphs, such as Arial Bold
- Font size is the distance from baseline to baseline, such as top of ascender (b) to bottom of descender (y)
- x-height is the height of the “x” character
 - Varies between fonts, affecting readability and colour. c.f. Times and Helvetica

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Kerning

- The art of moving letters closer together, in particular the following combinations

AW To Y, We
Ty Ve F, Ay
Y. V- Va r.
Wo Ts rh Vo
LT Tc V. Ye

- Pay attention to headlines (larger text)

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Fa Ta Ye We AV
F.T.Y.P, y. r, f'
7. -7 's."

Fa Ta Ye We AV
F.T.Y.P, y. r, f'
7. -7 's."

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Leading and Colour

- The space between lines
- Important for readability and the overall look of the page
- Too much and lines can 'float off'
- Too little and text becomes dense and unreadable
- Computers enable negative leading to make large type more coherent

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Magazine Typography

- One of many ways that magazines communicate
- May be columns of text or graphical elements, depending on content and audience
- Three levels of text
 - Headlines/big display to attract interest of the reader
 - Small display to draw the reader into the page - subheads, subtitles, pull quotes
 - Body type for readable text
 - May also be a fourth level of Infotext for graphic labels, text in tables and lists

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Award winning Typography

- Dramatic and confident use of type in magazines such as *Rolling Stone* and *Esquire*
- *New Statesman* won Magazine Design Award for Typography in 2006
- <http://magculture.com/blog/?m=200610>

MDA specification

Best Use of Typography

Typography is at the heart of the designer's craft and in this award, judges will be looking for the best understanding of the art and the most effective use of it, appropriate to the market.

To enter: submit five copies of one issue that best shows the category criteria together with a 100-word supporting statement. Clearly mark the pages you want the judges to consider.

- Nicholas Jenson (1420 - 80) the first Old Style Faces
- William Caxton (1421 - 90) the first English language book
- Aldus Manutius (1450 - 1550) The first Book Publisher
- Claude Garamond (1490 - 1567) the first type foundry
- William Caslon (1692 - 1766) the first British newspaper standard
- John Baskerville (1706 - 75) the first "Book" faces, and "Hot Pressed" paper
- Giambattista Bodoni (1740 - 1813) Father of the "Modern" type style

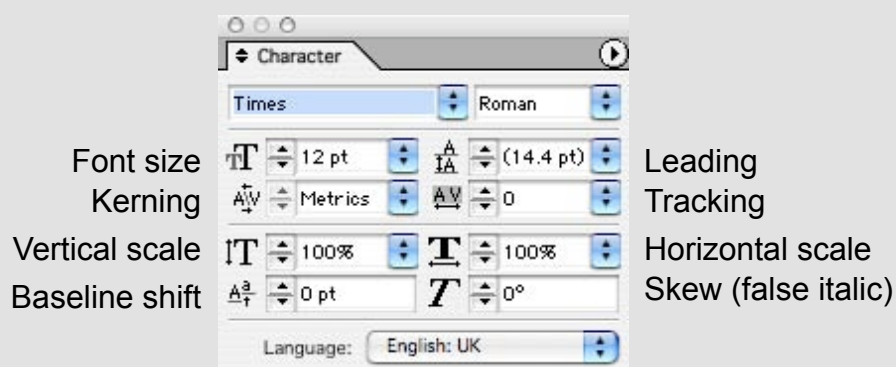
<http://www.graphic-design.com/Type/typography.html>

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InDesign Character palette



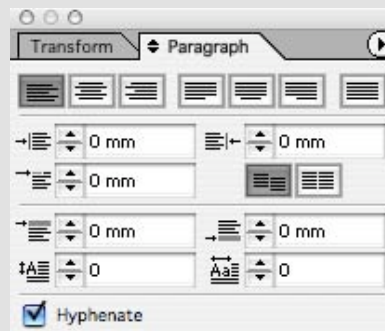
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InDesign Paragraph palette

Left indent
First line indent
Space before
Drop cap lines



Right indent
Baseline grid
Space after
Drop cap chars

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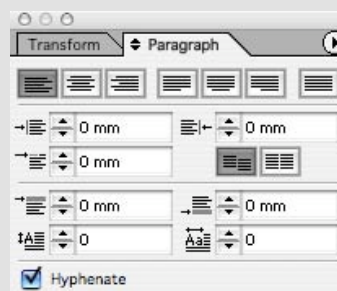
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Justification options

Justify with
last line
aligned left

Justify with
last line
aligned right



Justify
all lines

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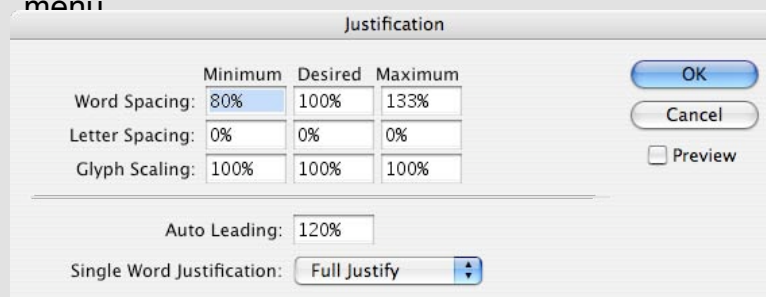
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Single word justification

- Where a single word occupies one line of justified text the result may be unsightly.

Choose **Justification...** from Paragraph palette menu

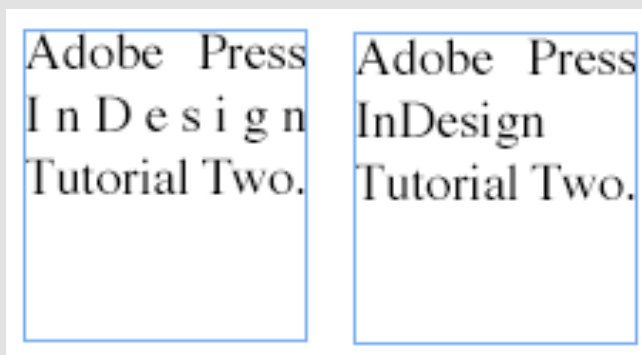


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Example of single word justification



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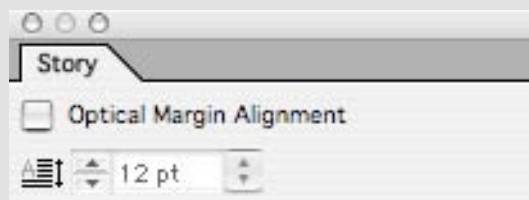
Baseline Grid

- Text can be forced to fit the baseline grid
- Baseline grid overrides the leading
- Designer's usually set the leading to the same as the baseline grid
- If the leading is greater than the grid then the text will jump to the next grid line

InDesign Story palette

Type>Story...

To create Hanging Punctuation
and/or realign left margin serifs



Adobe Paragraph composer

- Single line composer
Uses current line to evaluate where to add hyphens and break the line
- Paragraph composer(default)
Looks at all of the current paragraph text to evaluate where to make line breaks, creating fewer hyphens

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Typographic commands

- Type>Fill with Placeholder text
Adds 'dummy text' as a design aid
- Type>Insert Glyphs...
To access additional font options
- Type>Insert White Space>...
To add various white space options such as en and em spaces

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“Colour and texture”

- Determined by relationship between
 - Space between letters
 - Space between lines
 - Space built into characters
 - x-height of characters
 - Thickness of strokes of character
 - Inclusion or absence of Serifs
- See p156 of Non-Designer’s Type Book

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