

“Typography manipulates the silent dimensions of the alphabet, employing habits and techniques – such as spacing and punctuation – that are seen and not heard. The alphabet, rather than evolve into a transparent code for recording speech, developed its own visual resources, becoming a more powerful technology as it left behind its connections to the spoken word.”

Jacque Derrida

Designers create ways in and around the body of text by

- breaking up large sections into smaller areas
- creating hierarchy
- indicating which elements of information have more weight

While books define typography as a way to enhance the readability of the written word, the designer's focus is to help the reader avoid reading.

Designing the negative spaces is just as important as the positive spaces.

- Typography and the written word created a new set of rules that don't exist in spoken word.
- These were originally controlled with slugs, leading, coppers and furniture that were shorter than the printed letters.
- Try reading this without the spaces and hope it makes sense

The alphabet, as we know it, represents sound but cannot function without the silent marks and spaces.

You need to control the negative spaces in order for the message you are trying to communicate to come across.



rub

rub

nearly touch
nearly touch

Kerning is the space between individual letterforms.

Some letterforms, when pushed together, create awkward spacing making them feel crowded or too far apart.

kerning

Letterspacing depends on the relationship between characters.
loose letterspacing/tracking

Letterspacing depends on the relationship between characters.
regular letterspacing/tracking

Letterspacing depends on the relationship between characters.
adjusted letterspacing/tracking

Uniformly adjusting letterspacing to an entire word or line of text.

This is also known as letterspacing

tracking

Lo re m ip su m do lor si t a m et,
con s ec tet ur a di pi sc ing e lit.
A li qu am e get pla ce ra t ri su s.
Cr as por ta, er at ac po su er e
pel len tes que, er os mi sus ci pit
ip sum, a a di pi sc ing pu ru s do lor
et e lit. Do nec so da les nisl si t
a m et or ci la ci nia ve hi cu la. Cr as
se d tur pis fer men tum fel is
a li qu am la ci nia.

Din Light 9/10

Lo re m ip su m do lor si t a m et,
con s ec tet ur a di pi sc ing e lit.
A li qu am e get pla ce ra t ri su s.
Cr as por ta, er at ac po su er e
pel len tes que, er os mi sus ci pit
ip sum, a a di pi sc ing pu ru s do lor
et e lit. Do nec so da les nisl si t
a m et or ci la ci nia ve hi cu la. Cr as
se d tur pis fer men tum fel is
a li qu am la ci nia.

Din Light 9/18

Designates the space between lines of type and is also known as line spacing.

It is the total line height of the text extending beyond the point size of the letterform.

The term leading refers to the strips of lead originally used to separate lines of type.

leading

Types of alignment:

Justified

Flush left/ragged right

Flush right/ragged left

Centered

Vertical

Alignment describes the way a block of text is positioned on the page. Each type has advantages, but each also comes with a crime.

alignment

Justified

Crime = Rivers and gaps

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam eget placerat risus. Cras porta, erat ac posuere pellentesque, eros mi suscipit ipsum, a adipiscing purus dolor et elit. Donec sodales nisl sit amet orci lacinia vehicula. Cras sed turpis fermentum felis aliquam lacinia. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam eget placerat risus. Cras porta, erat ac posuere pellentesque, eros mi suscipit ipsum, a adipiscing purus dolor et elit. Donec sodales nisl sit amet orci lacinia vehicula. Cras sed turpis fermentum felis aliquam lacinia.

Flush Left/Ragged Right

Crime = the wedge

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam eget placerat risus. Cras porta, erat ac posuere pellentesque, eros mi suscipit ipsum, a adipiscing purus dolor et elit. Donec sodales nisl sit amet orci lacinia vehicula. Cras sed turpis fermentum felis aliquam lacinia. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam eget placerat risus. Cras porta, erat ac posuere pellentesque, eros mi suscipit ipsum, a adipiscing purus dolor et elit. Donec sodales nisl sit amet orci lacinia vehicula. Cras sed turpis fermentum felis aliquam lacinia.

alignment

Flush Right/Ragged Left Crime = punctuation and hyphenation

Lore m ipsum dolor sit amet , cons ectetur adipiscing elit. Aliquam eget pl acer at r isus . Cr as por ta, er at ac posuer e pellen- tesque, er os mi suscipit ipsum, a adipiscing pu rus dolor et elit. Donec soda les nisl sit amet or ci la cinia vehicu la. Cr as sed turpis ferm entum fe lis al iquam la cinia.Lo rem ipsum dolor sit amet, cons ectetur adipi- scing el it. Aliquam eget p la cera t ri su s. Cr as por ta, er at ac posuer e pellen- tesque, er os mi suscipit ipsum, a adipiscing pu rus dolor et elit. Donec soda les nisl sit amet or ci la cinia vehicu la. Cr as sed turpis ferm entum fe lis al iquam la cinia.

Centered

Crime = static and conventional

Lore m ipsum dolor sit amet , cons ectetur adipiscing elit. Aliquam eget pl acer at r isus . Cr as port a, e ra t ac p osuere pellen- tesque, er os mi suscipit ipsum, a adipiscing pur us dolor et elit. Donec soda les nisl sit amet or ci la cinia vehicu la. Cr as sed turpis ferm entum fe lis al iquam la cinia.Lo rem ipsum dolor sit amet, cons ectetur adipiscing elit. Aliquam eget pl acer at r isus . Cr as port a, e ra t ac p osuere pellen- tesque, er os mi suscipit ipsum, a adipiscing pur us dolor et elit. Donec soda les nisl sit amet or ci la cinia vehicu la. Cr as sed turpis ferm entum fe lis al iquam la cinia.

alignment

Stacked
Crime = sense of stability
lowercase

s
t
a
b
i
l
i
t
y

s
t
a
b
i
l
i
t
y

why not
just turn it on the side

just turn it on the side
why not

alignment

Hyphen (-) is used to join words to form a single expression

En Dash (–) is used to link two items together

Em Dash (—) indicates a pause or hesitation in speech

(Parenthesis) are used to enclose remarks within the text, interruptions from an audience, or to include references letters or figures

[Square Brackets] are for comments, corrections, notes, questions or translations not in the original text

{Brace} is used to connect two or more ideas to one word. They are also used for brackets within parenthesis.

music { jazz
soul
rock
rap

special characters

Ellipses (...) is a single character made of 3 periods (opt ;) and is separated by surrounding space by a letterspace. When it appears at the end of a sentence, it is also separated by a letterspace.

Quotes ("") indicate a quoted passage, title of an article and to show speech. Do not use inch or foot marks in their place.

Foot/minute & inch (” ’) Commonly misused as quote marks, indicate a unit of measurement.

Ligatures (fifl) are designed to avoid the clash between connections of certain letterforms that, when properly kerned, appear to be touching.

special characters