

Typography

The Art of Type

“Type design is work that can have profound consequences; therefore, you should undertake it seriously and do it well.”- Juliet Shen

- <https://www.commarts.com/columns/shen>
- <https://www.julietshen.com/typeface-design/1175614>
- Tulalip Tribes of Washington and Lushootseed type
 - Preserving culture through language
 - Challenging cultural assumptions through design
- Global culture, Migration, & the Internet
 - How do different languages co-exist alongside each other?
 - 90% of the internet’s design is type

A Tale of Two Fonts: Design & Consequence



Research, Observation, & Design

- **Research** to gain insight and information- Why? How? What?
- **Observation:** Seeing the world around you through design
- **Empathy** to understand goal of design process- Who is it for?
- <https://archive.org/details/1923AmericanTypeFoundersSpecimenBookCatalogue>
 - Historical Document to download and peruse for inspiration
- <https://www.commarts.com/columns/monospaced-fonts>
 - History of monospaced-fonts
- <https://vimeo.com/ondemand/helvetica3>

Essential Concepts for Typography Design

- **Kerning and Tracking**

- Game- <https://type.method.ac/>
- Game- <https://shape.method.ac/> - explore different typefaces and use interactive handles to alter the shape of the letters
- How high can you score using your intuition?
- Compare to the pen tool

- **Typesetting**- Readability and emotional/user response

- font size, *measure* (a typographic term for the length of lines of text), and line spacing effect text blocks
- Subtle changes change the feeling of text

Which is more comfortable to read?

With the money — the equivalent of about \$17,000, a small fortune — Garcia de Rayos purchased three pieces of equipment: a large industrial-size grinder to turn the corn into masa; and a mangle to press tortillas on a conveyor belt after the dough has been stuffed through a hole in the metal.

To draw in customers, she also bought a yellow awning with the name "Tortilleria Lupita's," in black letters.

The tortilleria sits off a sidewalk on a narrow street lined with adobe buildings, just a few blocks from the town's central plaza. Garcia de Rayos can hear the cathedral toll every hour.

She had the awning hung outside the store above the doorway, and she had a beauty placed two potted plants on the front step.

Because the tortilleria is inside an empty house owned by her uncle, she doesn't have to pay rent.

But so far the tortilleria has been a bust.

Within a few blocks, there are several other tortillerias, each with its own clientele. As the newest tortilleria, Guadalupe de Rayos's business is slow.

Meanwhile, her tortilleria brings in about 150-200 pesos a day — less than she earned in a single hour as a maintenance worker. Her earnings are only enough for Garcia de Rayos to pay a woman to help her with the laborious work of running the shop.

So now she is looking for a better location, closer to the center of town.

On a recent morning, however, the tortilla-making machine, still sitting idle. A part had broken loose and jammed the motor, knocking out the power. Garcia de Rayos doesn't have money to pay a repairman. Making tortillas, she is at home nursing a cold.

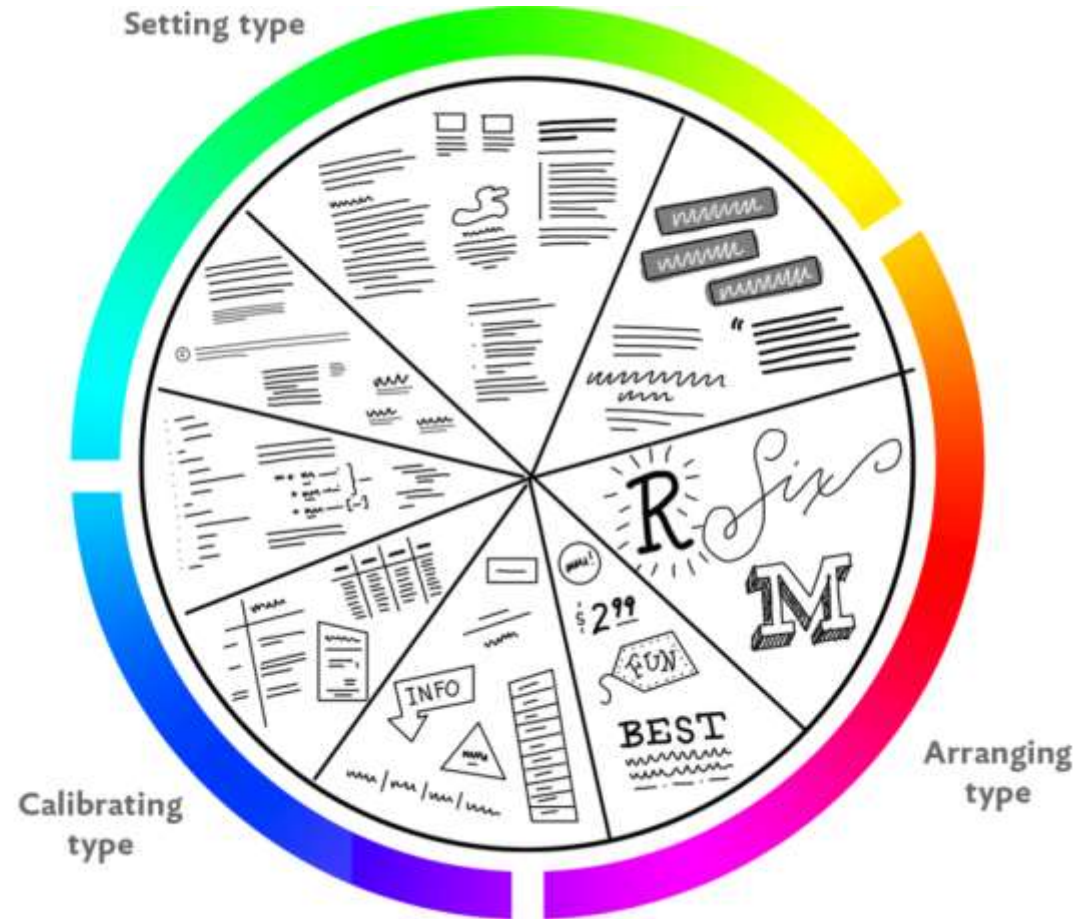
Sheets covering the open window in her room flap loudly as a breeze blows outside. A series of cold fronts had swept through the area, dropping temperatures last night into the upper 30s, unusual for this subtropical region.

Otto Warmbier, the American college student who was detained and sent back to the U.S. in a coma, and later died, was also the camera cut to Pence, he kept his eyes fixed forward. He had been in diplomacy with North Korea—earlier this week, he proposed a deal to date—and declined to stand when the unified Korean team's wife, Karen, stood only for the American team).

Tonga, a Polynesian kingdom in the South Pacific, sent the athlete Taufatofua—who also participated in the 2016 Summer Olympics in Rio de Janeiro—as its only representative. Despite the cold temperatures around twenty-eight degrees Fahrenheit when the festivities began, the stadium wearing only sandals and a traditional *ta'ovala* made of pandanus leaves and ties around the waist. (He wore a similar outfit in 2016.) This is high ceremonial dress in Tonga. His chest was gleaming. The crowd went bananas upon his approach, and he was terrific! Another thing that feels eternally delightful, no matter how far from a tropical country. For the first time, Nigeria set a record at the Games, in the form of its excellent women's bobsled team, which included track-and-field champions Seun Adigun, Ngozi Onwumere, and Blessing Okagbue. They wore gorgeous, emerald-green *gele*, embellished with

Team U.S.A.—which comprises two hundred and forty-two athletes, the largest team ever, for any country, at any Winter Games—wearing a whopper, "Gangnam Style," a worldwide hit for the rapper Psy. The coördinated ensembles were made by Ralph Lauren, who had designed the opening ceremony outfits since 2008. This year's getup con-

Designing Type: Setting, Arranging, & Calibrating



Typeface Anatomy

Reference: <http://typedia.com/learn/only/anatomy-of-a-typeface/>

Learn: Anatomy of a Typeface



Aperture

Opening at the end of an open counter.



Arm

A horizontal stroke not connected on one or both ends.



Ascender

An upward vertical stroke found on lowercase letters that extends above the typeface's x-height.



Baseline

The invisible line where letters sit.



Bowl

A curved stroke that encloses a letter's counter.



Counter

Fully or partially enclosed space within a letter.



Crossbar

A horizontal stroke.



Descender

A downward vertical stroke found on lowercase letters that extends below the baseline.



Diagonal Stroke

An angled stroke.



Ear

A small stroke projecting from the upper right bowl of some lowercase g's.

Anatomy cont.



live

Finial

A tapered or curved end.



doll

Hairline

The thin strokes of a serif typeface.



flag

Ligature

Two or more letters are joined together to form one glyph.



gift

Link

A stroke that connects the top and bottom bowls of lowercase double-story g's.



gate

Loop

The enclosed or partially enclosed counter below the baseline of a double-story g.



Slip

Lowercase

The smaller form of letters in a typeface.



Pin

Serif

"Feet" or non-structural details at the ends of some strokes.



hop

Shoulder

A curved stroke originating from a stem.



HH

Small Caps

Uppercase characters that appear as a smaller size than the capital height of a typeface. Short for "small capitals".



Sale

Spine

The main curved stroke for a capital and lowercase s.

Important Notes

- Notice small details
- What parts of the anatomy can be taken away?
- What parts can be embellished?
- 2 main types of typeface-
Serif & Sans-Serif

Get

Spur

A small projection from a curved stroke.

Fall

Stem

Primary vertical stroke.

Rat

Tail

A descending stroke, often decorative.

fox

Terminal

The end of a stroke that lacks a serif.

Bat

Uppercase

A letter or group of letters of the size and form generally used to begin sentences and proper nouns. Also known as "capital letters".

faxl

x-height

The height of the main body of a lowercase letter.

Further Practice with creating fonts

- <https://fontstruct.com/>
 - Use basic shape library to construct new fonts
 - Thousands of fonts created by designers to study

Sketchbook Homework

- One Point Perspective- phase 2
 - https://www.youtube.com/watch?time_continue=52&v=LLLT7X55hm0