



Typography

- It is a complete set of characters in a specific face, style, and size.

Why change a font?

- Change mood and emotion of the word or phrase
- Enhance the visual appeal
- **Increase readability of the text**

**VICTORY
TRAVEL**

HOT TAMMALES
mexican
cuisine

RLK
Rilroth, Latege & Klieg
Investment Partners

**Laughing Moon
INN**

Landscapes
BY GINA

photo 
plaza

Principles of Design

Design Principles

Principles of Design



1. TYPEFACE: -set of characters of similar design and shape

-Bookman Old Style -Arial -Times New Roman

2. TYPE STYLES: Variation of style within a typeface

Normal

bold

italic

bold italic

Underline

Times New Roman

Times New Roman

Times New Roman

Times New Roman

Times New Roman

3. TYPE SIZE:

The size is measured vertically in units called **points**. A point is 1/72 of an inch. The higher the point size the larger the characters. Example: 12 point size = 1/6th of an inch



Serif

- *Serif*—a small stroke at the edge of a character
- Typefaces in this category are those with serifs
- Improves the readability by leading the eye along a line of type
- Textbooks use this font

Ex: Times New Roman, High Tower Text,
Bookman Old Style,
COPPERPLATE GOTHIC



Sans serif

- "Sans" means "without" in French
- Typefaces in this category are those without serifs
- This typeface has a clean design and is very legible

Ex: Tahoma, Arial, **Comic Sans**,
Franklin Gothic Book, **Impact**



Script

- Designed to resemble handwriting, with styles ranging from formal to unusual
- The characters of some Script typefaces are connected
- Use in fancy invitations and greetings

Ex: *Script MT Bold*, Bradley Hand ITC
French Script, *Lucida Calligraphy*

Decorative

- Typefaces of unusual and unique designs that do not fit into the other classifications
- Name of each typeface reflects the designs of the typeface
- Use in larger print such as headlines, and titles

Ex: Chiller, Curlz MT,

MATISSE ITC,

ALMONTE SNOW



Alignment: adjusts the horizontal spacing of text

- Left

- Centered

- Right

- **Justified-** aligned evenly along the left and right margins

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.

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