

## ***Typestyles & Their Uses***

## ***Type***

- 6 major groups
  - Text
  - Roman
  - Sans Serif
  - Square Serif
  - Script
  - Decorative or novelty

## ***Text***

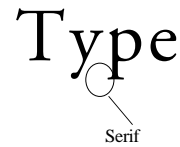
- Originated with the scribes in the middle ages
- Very ornate
- Uses
  - Certificates
  - Diplomas
  - Religious documents

Type

## ***Roman***

- Recognized by thick and thin strokes
- Serifs on each letter
- Easy to read
- Commonly used

Type



## ***Sans Serif***

- Sans = without
- Uniform strokes
- Considered modern
- Not as easy to read as Roman

Type

## ***Square Serif***

- Serifs are square
- Uniform strokes
- More difficult to read
- Used for a bold approach

Type

## Script

- Type that looks like handwriting
- Script - joined
- Cursive - not joined
- Used for invitations, announcements, when a feminine appeal is desired

Type

Type

## Decorative or Novelty

- Any type that doesn't fit in the other 5 groups
- Used to fit the occasion

TYPE

## Type Terminology

- Uppercase
- Lowercase
- x-height - the size of a lower case x
- Base line - line at the bottom of the letters
- Ascender - letters that ascend above the x-height
- Descender - letters that descent below the baseline

## Type Terminology

- Type families - variations with in a style
- Reverse - white type on a black or color background
- Series - range of sizes in a type family

Bodoni

Bodoni bold

*Bodoni bold italic*

Bodoni bold condensed

## Type Terminology

- Font - all upper and lower case, numbers, punctuation in one size and style
- ABCDEFGHI
- Jklmnop
- 123456
- ,.:;?/\$

## Type Terminology

- Leading or line spacing - the space from the base line of one line to the base line of the next line
- Measured in points
- This type is set in 28 point type with 34 point leading.
- This type is set 28 point type with 40 point leading.

## Type Measurement

- Type sizes measured in points
- Line lengths measured in picas
- 12 points = 1 pica
- 6 picas = 1"
- 1" = 72 points(almost)
- In computer typesetting, 1"= exactly 72 points

## Typesetting Formats

- Flush left - lines are even on the left
 

This is an example of flush left type. The left margin is even, but not the right.
- Flush right - lines are even on the right
 

This is an example of flush right type, the right margin is even, but not the left.

## Typesetting Formats

- Justified - lines are even on left and right
 

Both margins are even when type is set justified. One problem is wide spacing in narrow columns.
- Centered - lines are even with each other
 

Type is centered when the margins are uneven on both left and right.

## Typographic Don'ts

- Don't set long words vertically
- Don't use script, text, some decorative in all caps
- Do - single space after periods, colons
- Do - use tabs

E  
N  
C  
Y  
L  
O  
P  
E  
D  
I  
A  
CAPITALS

## Type Composition

- Relief
  - Wood type
  - Handset - Gutenberg - 1456
  - Line casting - linotype - 1897
  - Engravings
- Handset type and line cast type are known as Hot type

## Type Composition

- Cold type
  - Hand lettering
  - Transfer type
  - Strike-on 1960's
  - Photo Composition 1970's
  - Computer, desktop mid 80's

## ***Computer Output***

- **Dot matrix**
  - 72 dpi, nlq - double strike for better look
- **Daisy wheel - limited**
- **Laser printer - 300, 600, 1200 dpi**
- **Imagesetter**                      **early 1990's**
- **Platesetter**                        **late 1990's**