Typography

Vocabulary and Guidelines

The presentations and assignments have been develop by the Georgia Tech HCI faculty over a period of years, and continue to evolve. Contributors include: Gregory Abowd, Jim Foley, Diane Gromala, Elizabeth Mynatt, Jeff Pierce, Colin Potts, Chris Shaw, John Stasko, Bruce Walker. Last updated Mar. 2011 by Valerie Summet
Agenda

- Font
- Case
- Style
- Size
- Letterforms
- Letterspacing
- Linespacing
- Alignment
- Line length
- Margins
- Hierarchy
Font Control

FOXTROT

SHALL I PERFORM A SPELL CHECK ON YOUR BOOK REPORT? NO.

A GRAMMAR CHECK? NO.

HOW ABOUT A STYLE CHECK? WHAT'S THAT?

IT'S WHERE I MAKE FUN OF YOUR FONT CHOICE.

DEFINITELY NO.

PLEASE? HELVETICA IS SO UGLY.

STOP BLOCKING THE PRINT COMMAND!
Fonts

• Variable Spaced Fonts
  • Serif font – readability for long, extended text
    ○ Sans serif font – legibility for headlines, headings, captions
• Monospace font
Stroke Proportion
Font Guidelines

- Use serif for long, extended text; sans serif for “headlines”
- Use 1-2 fonts/typefaces (3 max)
- Use of normal, italics, bold is OK
- Never use bold, italics, capitals for large sections of text
- Be careful of text to background color issues (last week)
Font Examples

**Use regularly**

**Serif:** Times, garamond

**Sans serif:** Arial, Verdana

**Don’t use regularly**

**Decorative:** Comic Sans, parisian

**Script:** Purisa, shelley

**Monospaced:** Courier, NimbusMonoL
Font-itis

• Too many fonts is bad
Font-itis ctd.

• Unless for artistic effect

We need to feel breathless with love & not collapse under its weight
Case

• UPPER and lower case
• AVOID HEAVY USE OF ALL UPPER CASE!!
• Studies have found that mixed case promotes faster reading

HOW MUCH FUN IS IT TO READ ALL THIS TEXT WHEN IT’S ALL IN CAPITALS AND YOU NEVER GET A REST. USE ALL CAPS FOR HEADLINES AND HEADINGS

How much fun is it to read all this text when it’s all in capitals and you never get a rest. So use lower case for regular text
Style

• Plain text
• *Italic text*
• **Bold text**

• (Purists consider these as different fonts)
Size

• Type is measured in points

10 Point Times
12 Point Times
14 Point Times
16 Point Times
18 Point Times
20 Point Times
24 Point Times
36 Point Times
48 Point Times
Size

• Type sizes are not standard, but are based on old measurements of the piece of metal
  28 point Times New Roman
  28 point UME P Gothic
  28 point LMMonoLtCond10

• So appear to be different sizes
Letterforms

- Because of optical illusions, spacing between letterforms are not standard or one measurement, but are adjusted according to the shape of the letter (kern pairs).
Letterforms
Letterspacing – Kerning

• Because of optical illusions, spacing between letterforms are not fixed, but are adjusted according to the shapes of the two letters, which are called *kern pairs*.
Letterspacing – Kerning, Tracking

• The space between TWO letters is **kerning**

• The space AMONG more than 2 letters is **tracking**
Letterspacing – Mono and Variable

• Monospaced fonts: typewriters, not very legible:
  ○ The quick brown fox jumped over the lazy dog.

• Variably spaced fonts: spaces between each letterform varies with the shape of that letterform. (Also called proportional spacing):
  ○ The quick brown fox jumped over the lazy dog.
Letterspacing – Examples

• The quick brown fox jumped over the lazy dog.

• The quick brown fox jumped over the lazy dog.
Letterspacing at End of Sentences

• Use ONE space between sentences.

• Two spaces are a TYPEWRITING convention only. In the digital realm, the space between sentences is variable, and is calculated to work with one space. Using two spaces between sentences in the digital realm creates “rivers” of white space that impede legibility.
Linespacing (aka Leading)

- Line spacing is measured in points from baseline to baseline.
- It is usually 20% larger than the point size of text (10 point type generally defaults to 12 point leading).
Linespacing Guidelines

• More line spacing generally results in greater legibility, until the lines seem to be separate lines.

Lines of text are generally more legible with more line spacing than defaults, until they appear to separate into distinct lines. When squinting, the paragraph should appear as regular and gray texture.

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Alignment

• Justified type results in irregular spacing between words, or between words and letters, for mono-spacing without hyphenation. It also results in “rivers” of white space.
• Both impede legibility.

Justified type results in irregular spacing between words, or between words and letters. It also results in “rivers” of white space. Both impede legibility. Newspapers historically only justify type for reasons of tradition and visual real estate ($ per inch).
Alignment

• Flush left, ragged right most legible to western eyes.
• Centered type (except in small amounts) generally impedes legibility.

This is because most western cultures are trained to read left to right and because the shape created on the left side becomes a figure or shape that competes for attention. The shape of the paragraph itself dominates, impeding legibility.

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Line length

• For text, the optimum line length is 55 – 75 characters per line, including spaces.

These three sample text boxes display 12 pt. Times with line lengths of 25 characters, 65 characters, and 104 characters wide.

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Margins

ALWAYS provide a margin
Lack of margins interfere with readability and legibility

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Typographical Hierarchy

• Provides structure based on similarities:

This is a level 1 heading
This is a level 2 heading
This is a level 2 heading
This is a level 3 heading
This is a level 2 heading
Typographical Hierarchy plus Indentation

• 2 types of similarities - better:

This is a level 1 heading
This is a level 2 heading
This is a level 2 heading
This is a level 3 heading
This is a level 2 heading
Wow

Whenever your local SMS Administrator sends you an actual software Package, the SMS Package Command Manager will appear (usually at network logon time) displaying the available Package(s). The following screenshots display scenes similar to what you will see when you receive an actual SMS Package.

To start the demonstration, click the "CLICK HERE TO CLICHERE" button of the screen.