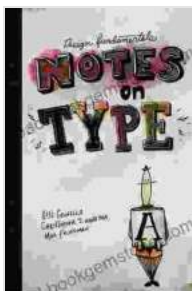


Design Fundamentals: Notes On Type

Typography is an essential element of design that can make or break your project. It can be used to convey a message, set a tone, and create a visual hierarchy. In this article, we'll cover the basics of typography, including font selection, kerning, tracking, and leading.



Design Fundamentals: Notes on Type by Rose Gonnella

★★★★★ 5 out of 5

Language : English

File size : 153234 KB

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Print length : 216 pages

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Font Selection

The first step in typography is choosing the right font. There are many factors to consider when choosing a font, including the purpose of the project, the target audience, and the overall tone of the design. Here are a few tips for choosing the right font:

- Consider the purpose of the project. If you're designing a website, you'll need a font that's easy to read on a screen. If you're designing a print publication, you'll need a font that's legible in print.
- Think about the target audience. If you're designing for a younger audience, you might choose a more playful font. If you're designing for a more sophisticated audience, you might choose a more elegant font.

- Consider the overall tone of the design. If you're designing a fun and whimsical project, you might choose a light and airy font. If you're designing a more serious project, you might choose a more bold and authoritative font.

Kerning

Kerning is the process of adjusting the spacing between individual letters. It's important to kern your type properly to ensure that it's easy to read and visually appealing. Here are a few tips for kerning:

- Start by kerning the most important words in your text. These words should be easy to read and visually appealing.
- Use a kerning tool to help you adjust the spacing between letters. There are many different kerning tools available, so experiment to find one that you're comfortable with.
- Don't be afraid to experiment. Kerning is an art, and there's no right or wrong way to do it. Play around with different spacing until you find something that looks good.

Tracking

Tracking is the process of adjusting the spacing between all the letters in a block of text. It's important to track your type properly to ensure that it's easy to read and visually appealing. Here are a few tips for tracking:

- Start by tracking the most important lines of text in your document. These lines should be easy to read and visually appealing.
- Use a tracking tool to help you adjust the spacing between letters. There are many different tracking tools available, so experiment to find

one that you're comfortable with.

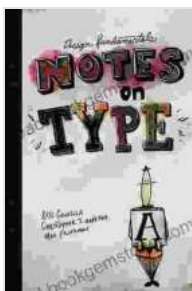
- Don't be afraid to experiment. Tracking is an art, and there's no right or wrong way to do it. Play around with different spacing until you find something that looks good.

Leading

Leading is the process of adjusting the spacing between lines of text. It's important to lead your type properly to ensure that it's easy to read and visually appealing. Here are a few tips for leading:

- Start by leading the most important lines of text in your document. These lines should be easy to read and visually appealing.
- Use a leading tool to help you adjust the spacing between lines. There are many different leading tools available, so experiment to find one that you're comfortable with.
- Don't be afraid to experiment. Leading is an art, and there's no right or wrong way to do it. Play around with different spacing until you find something that looks good.

Typography is an essential part of graphic design. By following the tips in this article, you can create typography that is easy to read, visually appealing, and effective in communicating your message.



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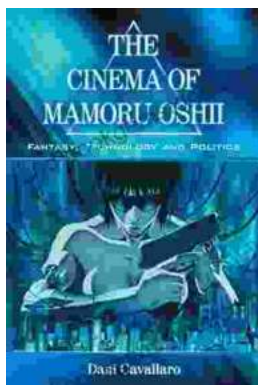
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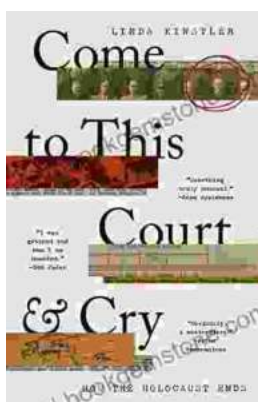
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