



# **FOUNDATIONS of DIGITAL ART and DESIGN**

## **Section 4 Notes**





SECTION 4

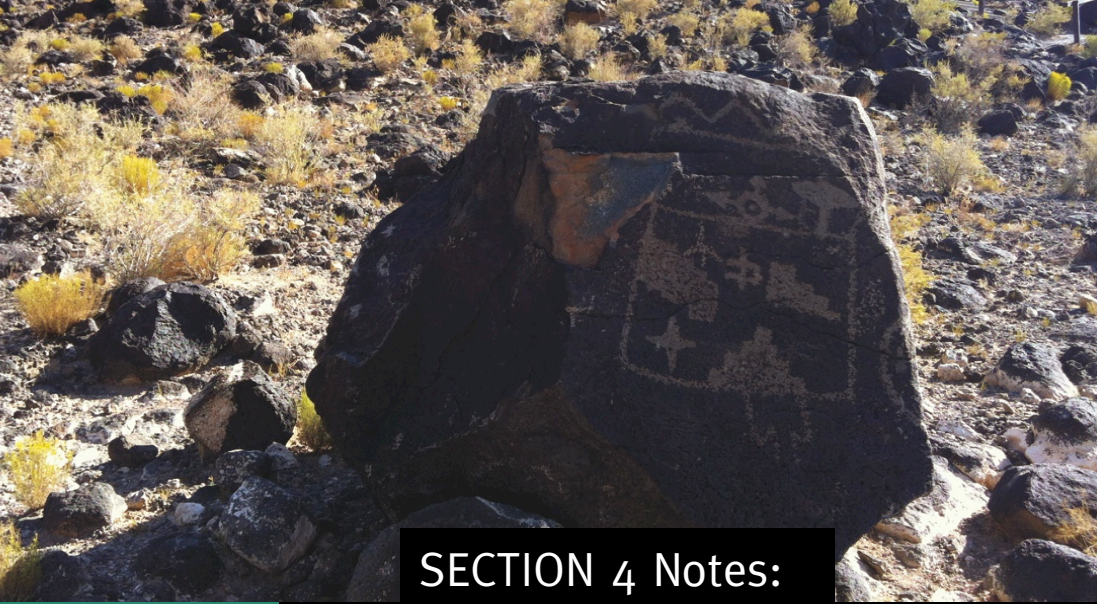
# TYPOGRAPHY

Digital

ASCENDER

SERIFS

DESCENDER

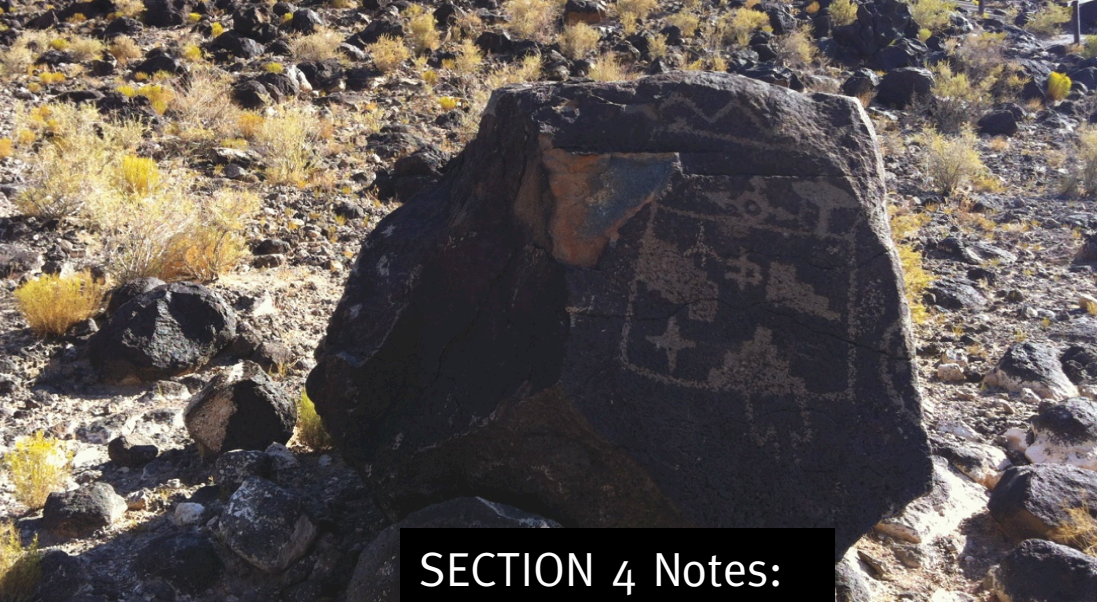


## SECTION 4 Notes:



Typography is  
the visual design  
of language.



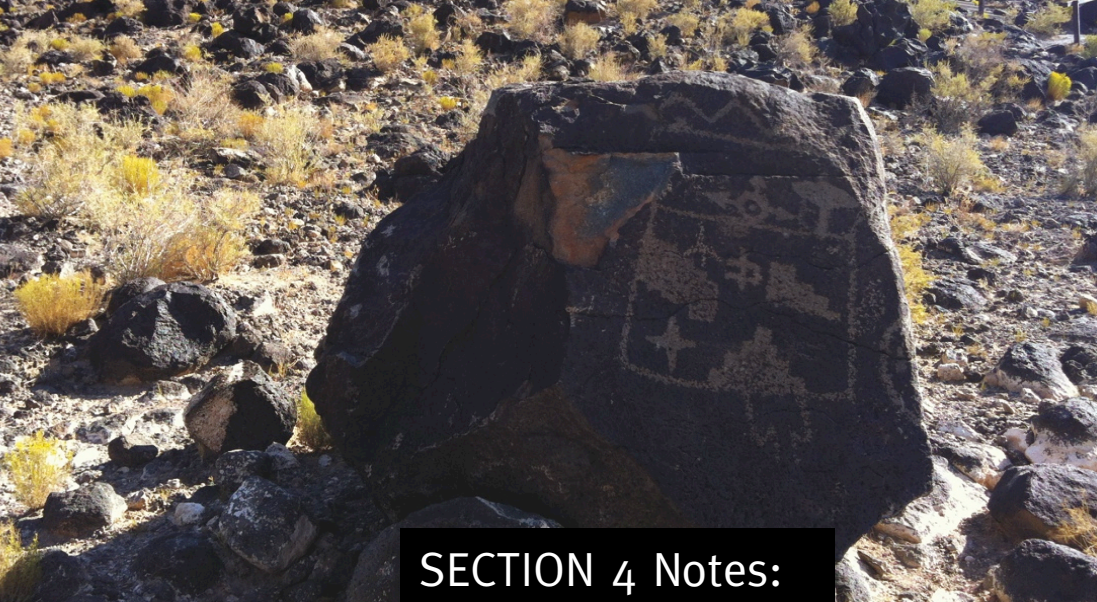


## SECTION 4 Notes:



### LETTERFORMS

- Typographers design letterforms
- Letterforms are comprised of relationships: thick and thin lines, positive and negative spaces, x-height to cap-height ratio, and more.
- A typeface has its own style, or “personality.”



## SECTION 4 Notes:

### LETTERFORMS

The more you know about the anatomy of a letterform and the classifications of type, the better you will be at selecting a typeface that best communicates your intended message to its audience.











## WHAT'S IN A LETTER?



- Baseline: the invisible line a word sits on
- x-height: the length of a letter from its baseline to the top of a lowercase letter
- Cap Height: the length of a letter from its baseline to the top of an uppercase letter
- Can you define an ascender, descender, or serif?



## CLASSIFICATIONS OF TYPE

CLASS/DATE	EXAMPLE	
<b>Blackletter</b> 1450		Designed to emulate handwriting styles of monks and scribes in northern Europe
<b>Oldstyle</b> 1475		Oldstyle was "based upon the lowercase forms used by Italian humanist scholars for book copying (themselves based upon the ninth-century Caroline miniscule)" [47].
<b>Italic</b> 1500		Although developed as a new classification of type, italic is now a common style addition to typeface families.
<b>Script</b> 1550		Meant to emulate engravings and are still used today in casual and formal typographic messages
<b>Transitional</b> 1750		Revision of Oldstyle to further define the contrast between thick and thin strokes
<b>Modern</b> 1775		Extreme contrast is achieved in Modern typefaces such as Bodoni and Didot
<b>Square Serif</b> 1825		Includes a new modification specifically to the serif, which appears blockish and heavy (sometimes referred to as <i>Egyptian</i> or <i>slab</i> )
<b>Sans Serif</b> Developed in 1816 by William Caslon but not used widely until the 1900s		The serif was eliminated completely so the letterforms appear even more geometric. Variations on the sans serif form include humanist, geometric, and calligraphic forms.

THE LARGEST, BEST AND MOST CENTRAL OFFICE---NO. 2 SPRING LANE

# GREAT REDUCTION IN PRICES OF JOB PRINTING

## SHOP BILLS OF THIS SIZE,

Same quality of paper, and any amount of reading which  
can conveniently be put upon this size, we will print for

**90 Cts.**

## PER THOUSAND !!!

And all other JOB PRINTING at equally Low Rates!

## CARD PRINTING!

We can do CARDS **CHEAPER** than any other  
Establishment in the United States!

In this Branch WE do Defy **ALL** Competition!!!

PLEASE CALL AT

# J. E. FARWELL & CO'S,

STEAM JOB PRINTING OFFICE,

## No. 2 SPRING LANE,

Corner Washington,  
Opposite School Street,

## BOSTON

J. E. FARWELL & CO'S BOSTON MAMMOTH STEAM PRINTING HOUSE!

*An American Time Capsule:  
Three Centuries of Broad­sides  
and Other Printed Ephemera,  
the fourth of six advertisements  
of Boston Printing, 1860.*

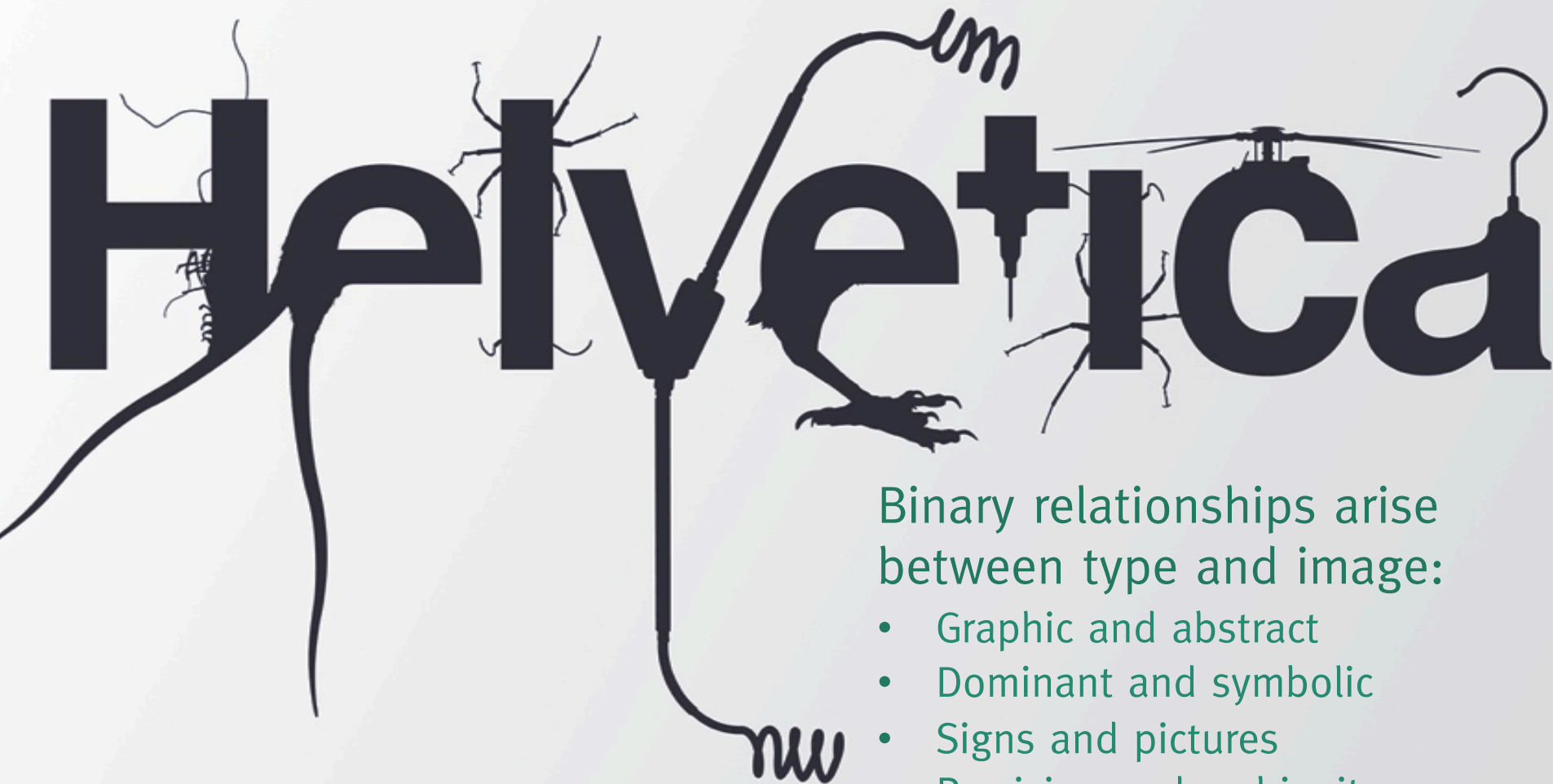


## SERIF v. SANS SERIF

Help!	<b>Help!</b>
Help!	<b>Help!</b>
Help!	Help!
Help!	<b>Help!</b>
Help!	<b>Help!</b>

Examples of serif fonts (left):  
Caslon, Garamond, Scala,  
Goudy, Didot

Examples of sans serif fonts (right):  
Helvetica, Akzidenz Grotesk, Franklin  
Gothic, News Gothic, Univers

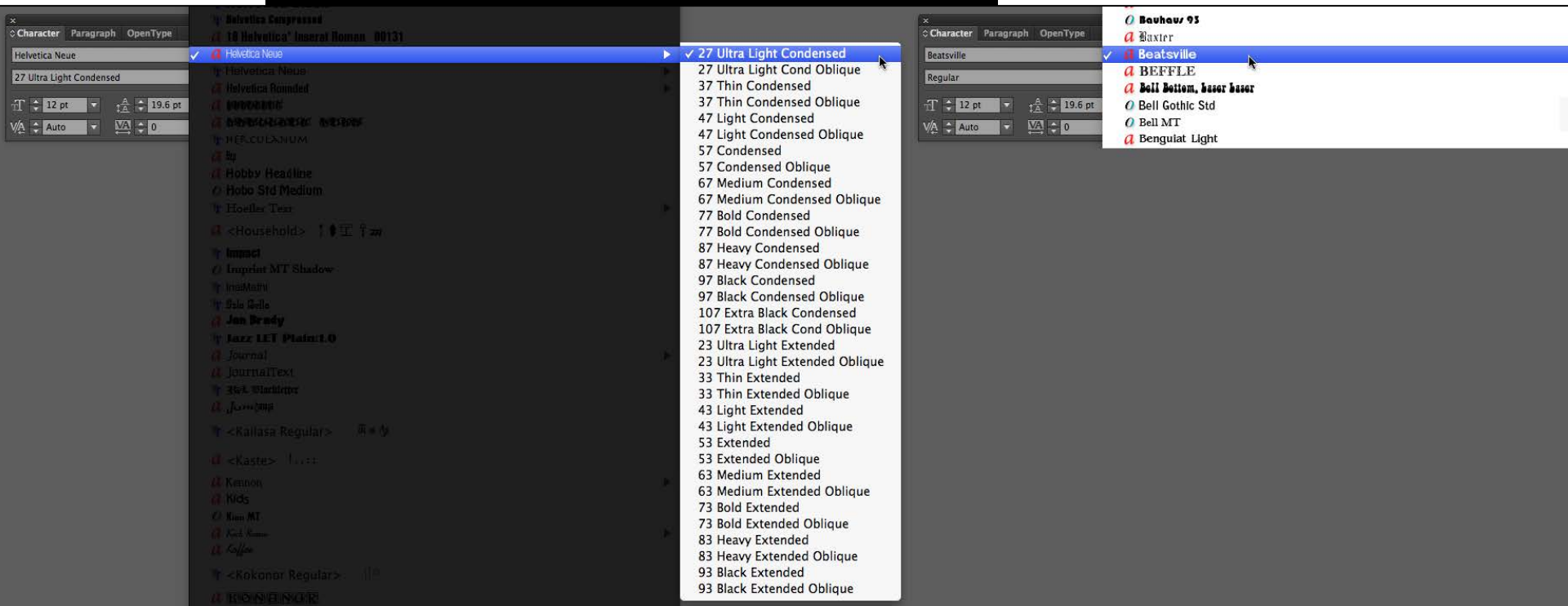


## Binary relationships arise between type and image:

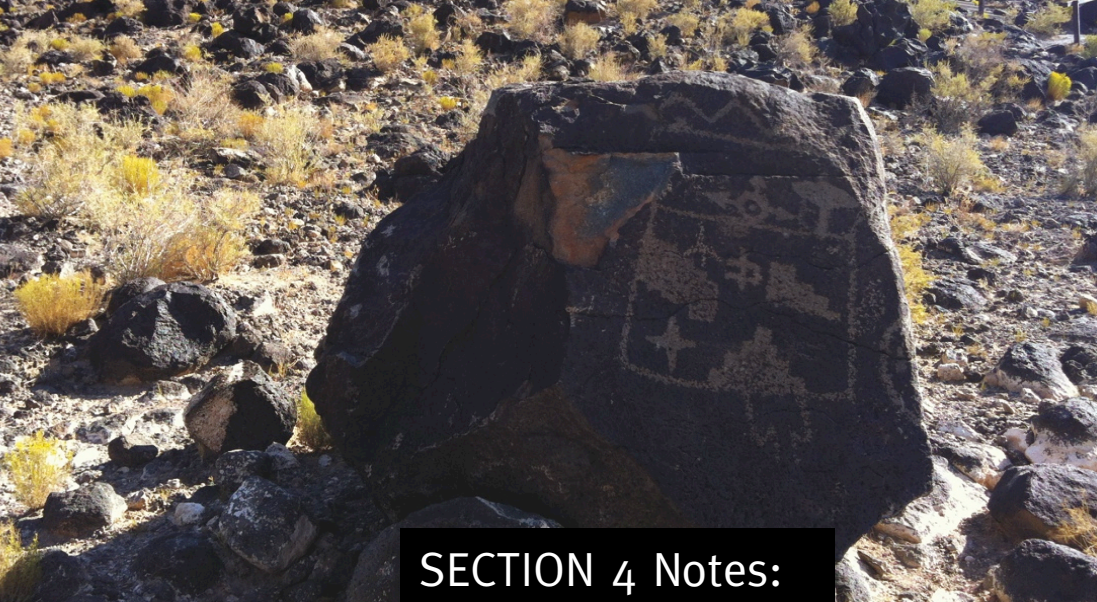
- Graphic and abstract
- Dominant and symbolic
- Signs and pictures
- Precision and ambiguity



# CONTRAST AND HIERARCHY ON THE GRID



Use a large typographic family for setting body copy. The family will maintain unity in the letterform, while its varieties provides contrast.



## SECTION 4 Notes:



WHICH APPLICATION SHOULD I USE?

- Illustrator—
  - Great for posters, identity materials, and other single-page items.
- InDesign—
  - Great for multipage layouts, and the development of electronic books and mobile applications.