FOUNDATIONS of
DIGITAL ART and DESIGN

Section 4 Notes
Typography is the visual design of language.
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.”
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.
- 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?
<table>
<thead>
<tr>
<th>CLASS/DATE</th>
<th>EXAMPLE</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blackletter 1450</td>
<td>X</td>
<td>Designed to emulate handwriting styles of monks and scribes in northern Europe</td>
</tr>
<tr>
<td>Oldstyle 1475</td>
<td>X</td>
<td>Oldstyle was “based upon the lowercase forms used by Italian humanist scholars for book copying (themselves based upon the ninth-century Caroline miniscule)” [47].</td>
</tr>
<tr>
<td>Italic 1500</td>
<td>X</td>
<td>Although developed as a new classification of type, italic is now a common style addition to typeface families.</td>
</tr>
<tr>
<td>Script 1550</td>
<td>X</td>
<td>Meant to emulate engravings and are still used today in casual and formal typographic messages</td>
</tr>
<tr>
<td>Transitional 1750</td>
<td>X</td>
<td>Revision of Oldstyle to further define the contrast between thick and thin strokes</td>
</tr>
<tr>
<td>Modern 1775</td>
<td>X</td>
<td>Extreme contrast is achieved in Modern typefaces such as Bodoni and Didot</td>
</tr>
<tr>
<td>Square Serif 1825</td>
<td>X</td>
<td>Includes a new modification specifically to the serif, which appears blockish and heavy (sometimes referred to as Egyptian or slab)</td>
</tr>
<tr>
<td>Sans Serif Developed in 1816 by William Caslon but not used widely until the 1900s</td>
<td>X</td>
<td>The serif was eliminated completely so the letterforms appear even more geometric. Variations on the sans serif form include humanist, geometric, and calligraphic forms.</td>
</tr>
</tbody>
</table>
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An American Time Capsule:
Three Centuries of Broadsides
and Other Printed Ephemera,
the fourth of six advertisements
of Boston Printing, 1860.
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
Use a large typographic family for setting body copy. The family will maintain unity in the letterform, while its varieties provides contrast.
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.