

BBN-ANG-183 Typography Introduction

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outline

what's typography?

why study typography?

what exactly are we going to study?

how do we get the credit for this course?

where do we find more information on this course?

what's typography?

typography

is the art of setting written text in type, that is, creating readable texts

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- ▶ authors were required to submit “manuscripts” in an electronic format (on a floppy disk) so that the publisher saves the costs of retyping it
- ▶ thus the ideal author had to have more and more typographical experience

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- ▶ that most authors have little knowledge of typography
- ▶ that many word processors make authors believe that typography is a trivial business

so why do we have a typography course?

because we want **you** to be typographically sensitive readers and writers

- ▶ who know how to perform simple typographical tasks

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because we want **you** to be typographically sensitive readers and writers

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- ▶ who know how to prepare their manuscript for a professional typographer to work on

resumé

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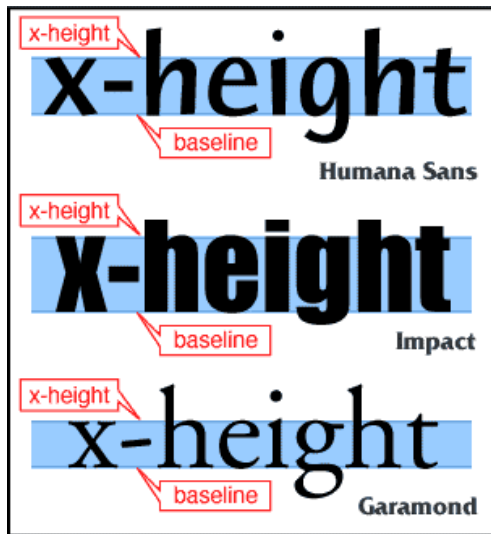
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x-height

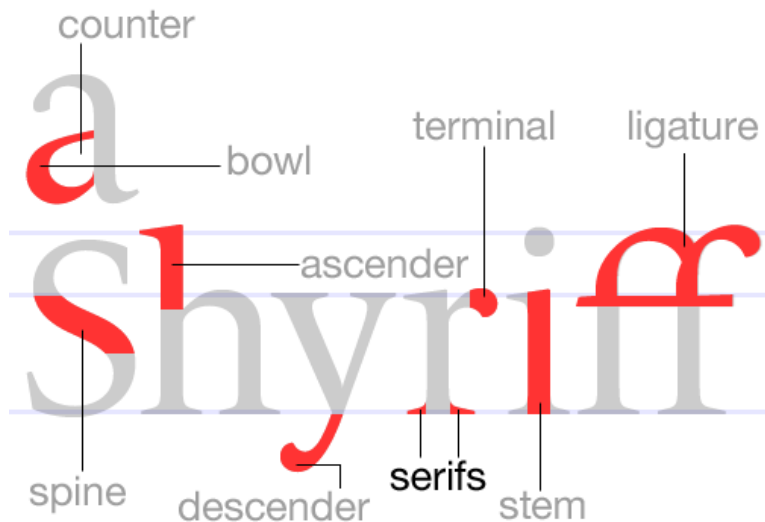


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- ▶ spacing letters and words in lines of text

kerning

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- ▶ spacing lines of text on a page

leading

The distance from the baseline of one line of type to another is called line spacing. It is also called *leading*, in reference to the strips of lead used to separate lines of metal type. The default setting in most layout and imaging software is slightly greater than the cap height of the letters. Expanding this distance creates a text block with a lighter, more open color. As line spacing increases further, the lines of type become independent linear elements rather than parts of an overall texture.

10/10 SCALA
10-PX TYPE WITH
10 PX LINE SPACING

*This is called "set solid."
When lines are set this closely together, the ascenders and descenders begin to touch, an uncomfortable effect.*

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10/12 SCALA
AUTO SPACING, 10-PX TYPE
WITH 12 PX LINE SPACING

In most page layout programs, the default line spacing (leading) is 120%, or slightly greater than the cap height.

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10/14 SCALA
10-PX TYPE WITH
14 PX LINE SPACING

This column is set with wider line spacing (leading) than the standard default.

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10/16 SCALA
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As the spacing becomes more extreme, the block of text begins to read as separate lines rather than a shade of gray.

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- ▶ spacing letters and words in lines of text
- ▶ spacing lines of text on a page
- ▶ breaking lines to form paragraphs

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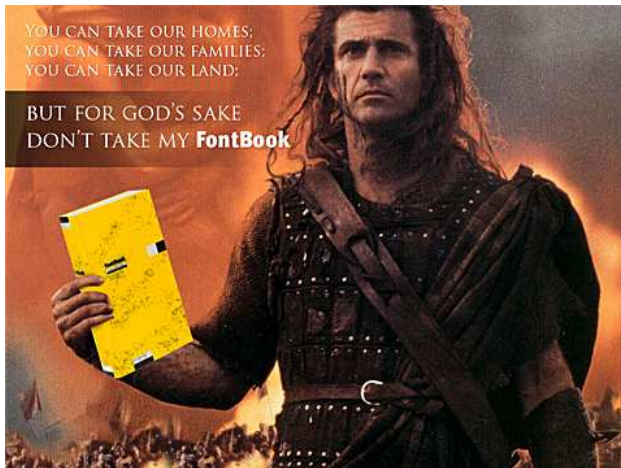
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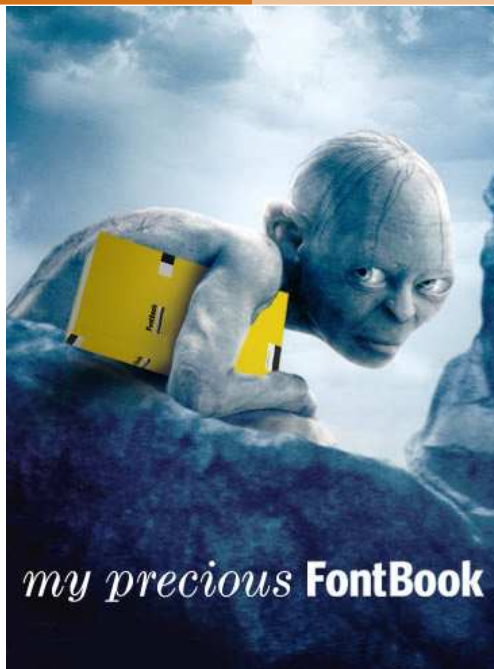
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- ▶ typography resources

the trinity of typography

1. esthetics: what is pleasing for the eye

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2. tradition: how people did it before

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1. esthetics: what is pleasing for the eye
2. tradition: how people did it before
3. logic: what the content dictates

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- ▶ ask questions from the instructors

URL

course's web page

<http://seas.elte.hu/w/!courses/typography>

