

typography in design

“There’s no guarantee that the intended audience will notice, read, or respond to its content...


To a large extent, people’s perception and comprehension of the printed word are influenced by how it is presented.” (Evans & Thomas, p 39)

Chapter 2, pp. 38 - 71

Evans, P. & Thomas, M. A. (2008). Exploring the elements of design (2nd ed): An introduction to the essential principles, elements & concepts of visual communication. Clifton Park, NJ: Thomson. (p. 39)

A well chosen approach can crate visual appeal



A weathered, rectangular sign with a dark border and a light, speckled background. The sign is hanging from a wire that forms a loop above it. The text "FRESH EGGS" is written in a bold, black, sans-serif font with a white outline, centered on the sign. The background is a plain, light-colored wall.

FRESH EGGS

Does type function as a means to add an expression to a given message?



Does type function as a compositional element?

type as a design element

What is a typographic hierarchy? (Ibid, p. 40)

How can type be used to create unity?

Same some examples.

How do you mix typefaces effectively?

Line after another becomes a paragraph.

The lines are now a shape.

Changes in weight and scale introduce hierarchy.

Samara, T. (2002). Making and breaking the grid: A graphic design layout workshop. Gloucester, MA: Rockport.

THE ENDURING MYSTIQUE OF Grey Gardens

Jacqueline Kennedy and her father Black Jack weren't the only famous Bouviers to make their mark on the East End. One of East Hampton's strangest tales is that of Grey Gardens, the dilapidated 28-room Lily Pond Lane cottage where two generations of debutantes—Mrs. Edith Bouvier Beale and her daughter Little Edie—spiraled into a bizarre isolated bobemia, eventually retreating from The Maidstone and Park Avenue for good. Now, a Hollywood production is bringing this dark tale back into the headlines.

by Sarah Horne



Little Edie in 1973, in a scene from the now cult-status film documentary, GREY GARDENS.

"You know; they can get you in East Hampton for wearing red shoes on a Thursday." Over 30 years have passed since Little Edie's quip in the documentary, *Grey Gardens*, and yet some East Enders can, even today, see her point. In spite of the time elapsed since Edith Bouvier Beale and her daughter "Little Edie" let filmmaker brothers Davis and Albert Maysles into their ramshackle 28-room home on Lily Pond Lane, the story of Grey Gardens continues to be mythologized. It presents an eerie picture of two faded grandes dames reminiscing about long dead beaux, singing jazz age ballads, and mixing cocktails in jam jars. It's a tale that has been told many times, and one that is about to be retold, this time by Hollywood.

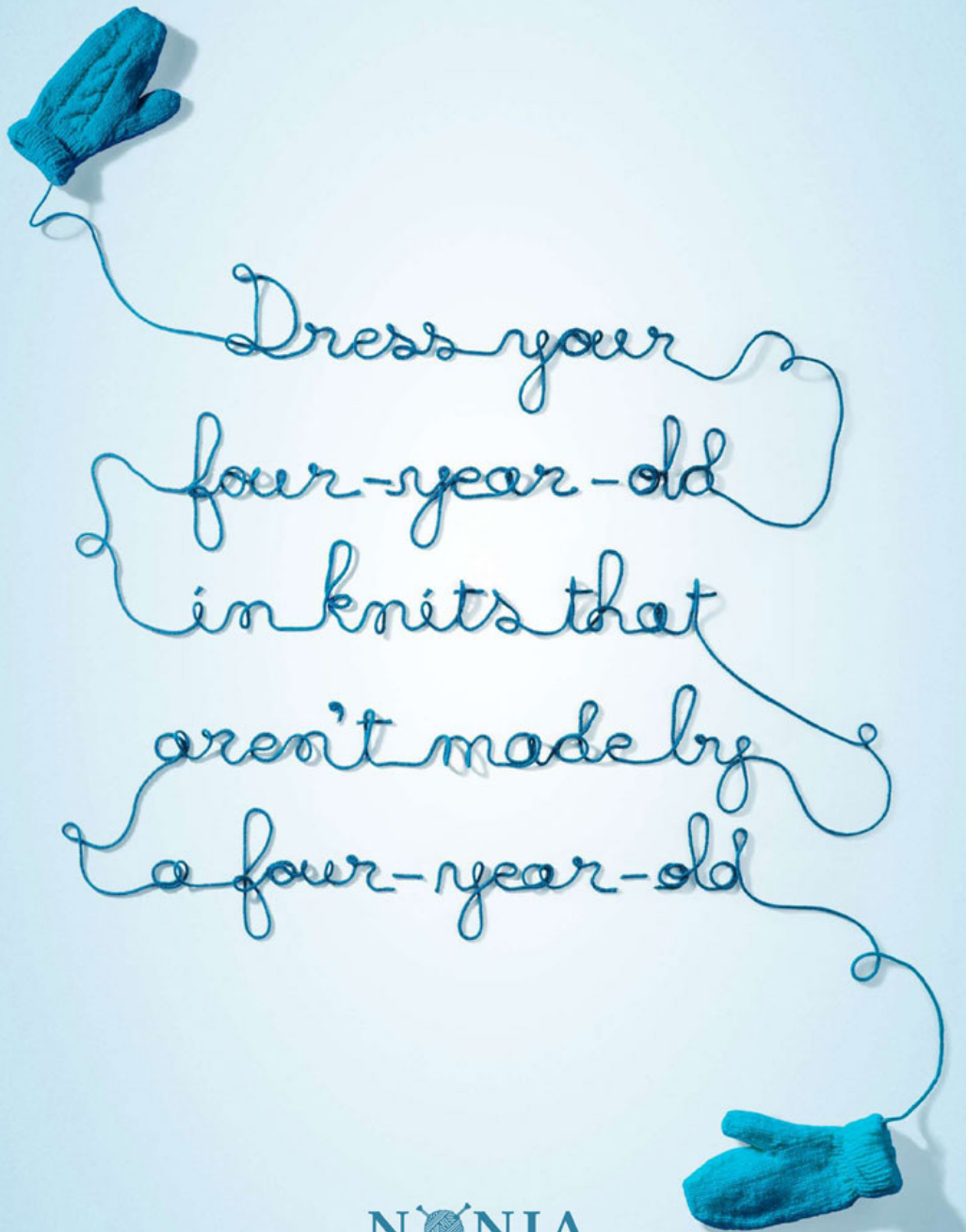
On July 6, Guild Hall will launch its summer "Red Carpet Screenings" series with a presentation of the *Grey Gardens* documentary. In March, Playwright's Horizons opened a musical about the mother-daughter pair and *The New York Times* rushed to describe

type as a design element

Type as line

Type as shape

Type as texture



NONIA
Handknit in Newfoundland since 1920

Type as line.

We've been pulling the wool over your eyes since 1920.
Advertising Agency: [Target, St. John's, Canada](#)
Creative Director: Tom Murphy
Art Directors: Jessica Tipping, James Jung
Copywriters: Sarah Watton, Jenny Smith
Photographer: Ned Pratt
Published: December 2007



We've been
pulling the wool
over your eyes
since 1920

NONIA
Handknit in Newfoundland since 1920

How does the type in this ad
make you feel?

We've been pulling the wool over your eyes since 1920.
Advertising Agency: [Target, St. John's, Canada](#)
Creative Director: Tom Murphy
Art Directors: Jessica Tipping, James Jung
Copywriters: Sarah Watton, Jenny Smith
Photographer: Ned Pratt
Published: December 2007



I RECENTLY FOUND A HAND AMONGST MY FOUR LEGS.

Type as line.

Type as shape



Handwritten notes at the top left of the page, including the name "Bartle Bogle Hegarty".



Extensive, dense, and mostly illegible handwritten scribbles covering the left and center of the page.

Keep Walking



great works bartleboglehegarty.com



Handwritten text on the right page, featuring a grid of small sketches and diagrams. The text is dense and includes words like 'Vorsprung' and 'Technik'. The sketches appear to be technical or architectural in nature.

great works bartleboglehegarty.com

Type as texture

types are people too

Like people, typefaces have gender characteristics.

Typefaces can express a broad range of moods.

Typefaces convey period looks as well as an ethnic or cultural sensibilities.

masculine

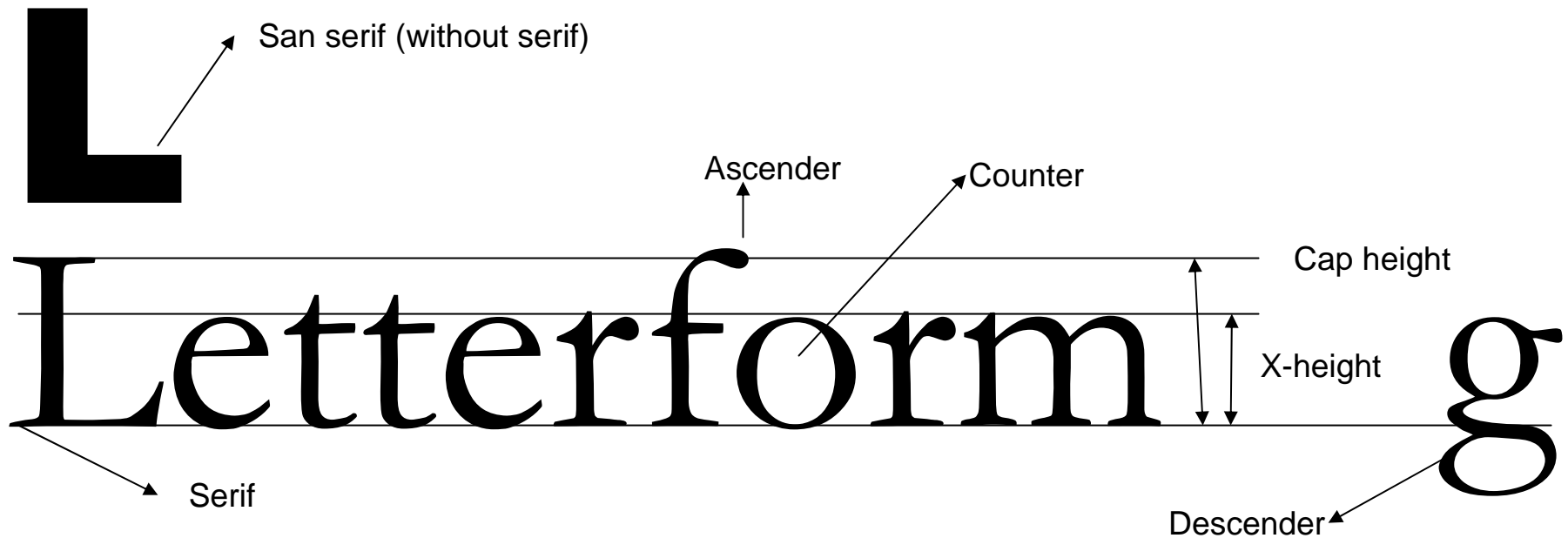
MASCULINE

feminine

Typeface is not to be taken for granted as they can affect the flow of information presented.

It generates the “look and feel” of a layout.

Letterforms differ in cap height, x-height, forms (serif vs. san serif)



Letter spacing

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Left justified/ragged right

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Right justified/ragged left

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Centered

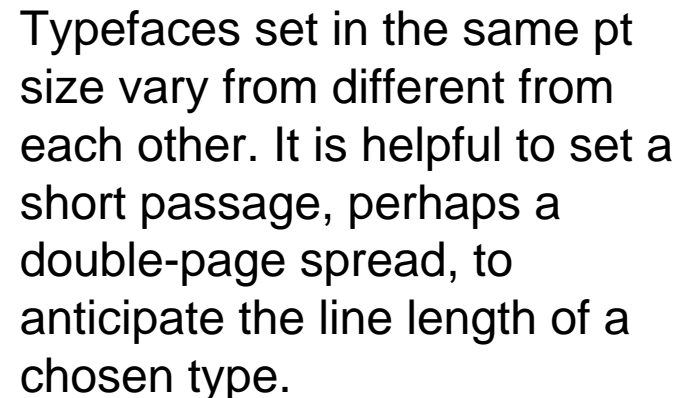
Justified. Text appear boxed in.
Try this arrangement in InDesign.

Experiment with leading and kerning in Adobe InDesign

Letter spacing

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Times, 18 pt

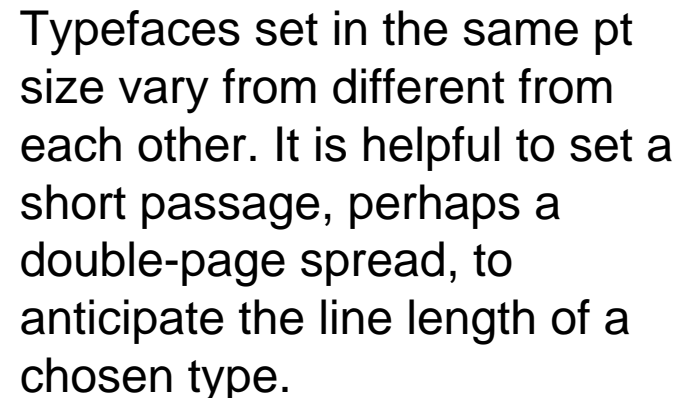


Typefaces set in the same pt size vary from different from each other. It is helpful to set a short passage, perhaps a double-page spread, to anticipate the line length of a chosen type.

Letter spacing

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Arial, 18 pt



Typefaces set in the same pt size vary from different from each other. It is helpful to set a short passage, perhaps a double-page spread, to anticipate the line length of a chosen type.

At last winter is finished and, from the ground where a seed has dropped, a vertical green blade appears. The sun starts to make itself felt and the green shoots grow. It is a tree, but so small no one recognizes it yet. Little by little it grows... it begins to branch, buds germinate on its branches, other branches spring from the buds, other leaves from the branches, and so on. ...Almost everywhere a seed falls, a new tree will grow.

Type size:

30 points

At last winter is finished and, from the ground where a seed has dropped, a vertical green blade appears. The sun

Leading

(or line spacing:

35 points

starts to make itself felt and the green shoots grow. It is a tree, but so small no one recognizes it yet. Little by little it grows... it begins to branch, buds germinate on its branches, other branches spring from the buds, other leaves from the branches, and so on. ...Almost everywhere a seed falls, a new tree will grow.

Typeface: Avenir



400 pts



200 pts



100 pts



50 pts



25 pts

LETTER SPACING

L E T T E R S P A C I N G

Remember CARPARK?

typeface

classifications

Serif

Sans serif

Old style – direct descendants of Roman letterforms

Modern – a style of Roman type with extreme thick and thin contrast

script – resemble handwriting

DECORATIVE – highly stylized and suitable only for display use.

using type expressively

Type can convey a mood or tone for a company or product names or logotypes.

It has “voice” and can express a broad range of attitudes.

Suitable for magazine articles, book and movie titles, and entertainment graphics, product packaging, advertisement campaigns...

to elicit an emotional response in the viewer.



THE UNIVERSITY OF CHICAGO

PHYSICS DEPARTMENT

5720 S. UNIVERSITY AVE.

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WWW.PHYSICS.UCHICAGO.EDU

PHYSICS 101

LECTURE 1

MECHANICS

1.1 Kinematics

1.2 Dynamics

1.3 Energy

1.4 Momentum

1.5 Rotational Motion

1.6 Oscillations

1.7 Waves

1.8 Relativity

1.9 Quantum Mechanics

1.10 Modern Physics

1.11 Electromagnetism

1.12 Optics

1.13 Atomic Physics

1.14 Nuclear Physics

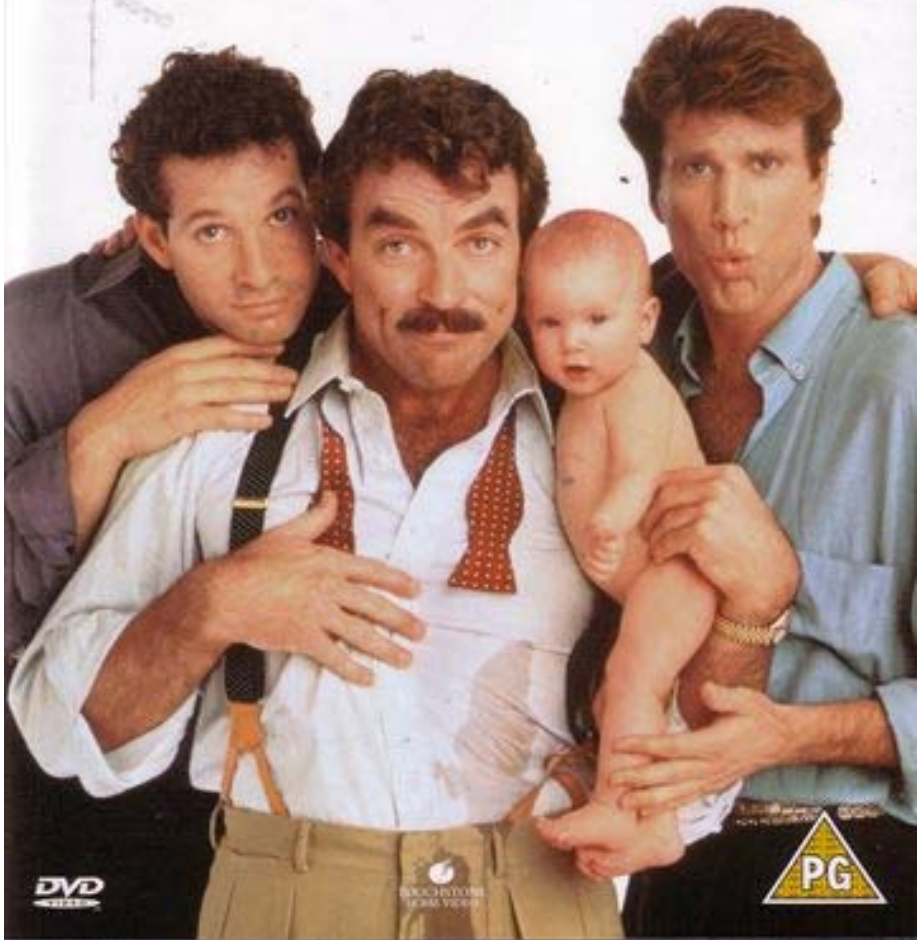
1.15 Particle Physics

TOM SELLECK

STEVE GUTTENBERG

TED DANSON

Three Men and a Baby



DVD

WARNER BROS. PICTURES

PG

WILL SMITH

THE LAST MAN ON EARTH IS NOT ALONE.



I AM LEGEND

WARNER BROS. PICTURES PRESENTS
WILL SMITH "I AM LEGEND" ALICE BRAGA DASH MOYOK
PRODUCED BY TRACY TORINE DIRECTED BY FRANCIS LAWRENCE
12/14/07



JURASSIC PARK™

Words connect to each other to create a line of thought, a line on the page, a visual element, a spatial element but with direction, movement, areas are defined.

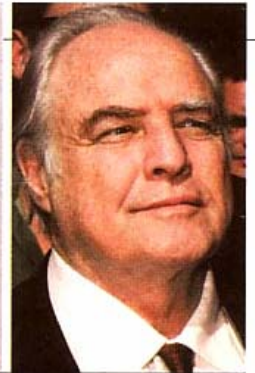
People

by Zorianna Kit

Insider

BRANDO'S LAST ROLE

Three weeks before he passed away on July 1, **Marlon Brando** proved there was still a Method to his madness when he agreed to voice the character of Mrs. Sour (above)



The Don dressed in drag to play Mrs. Sour.

in the upcoming animated feature *Big Bug Man*. Unable to travel to the recording studio because of declining health, Brando nevertheless immersed himself in the role as the matriarch of a corrupt candy company by dressing in full drag. When writer-director Bob Bendetson and a sound engineer arrived at Brando's home on June 10, they found the acting legend decked out in a blonde wig, ladies' gloves, jewelry, a flower-print dress and makeup. The dolled-up Brando sat on a couch in his bedroom to voice his three scenes, taking hits from an oxygen tank between takes. Reports Bendetson: "He said, 'This is the most fun I've had since shooting [1953's] *Julius Caesar*.'"

Typography can impose a set of beliefs, national characteristics, cultural or political ideas.

Type size and style should be chosen in relation to the nature of the readership, material, book, purpose and format, historical precedents, multilingual publishing, practical issues of legibility.

Novels for adult readers are typically set in 8.5 to 10 pts.

Reversing text (white text on black background) creates strong figure-ground segregation but it also impacts legibility.

"All the News That's Fit to Print"

The New York Times

VOL. CLV . . . No. 53,446 +

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NEW YORK, SUNDAY, JANUARY 1, 2006

\$4.50 beyond the metro area

THE NEW YORK TIMES, SUNDAY, JANUARY 1, 2006

GOING TO Singapore



Singapore is trying to enliven its image, and one of the city's seemingly endless revitalization projects has transformed Clarke Quay, with its oddlike eating areas, into a vibrant night spot.

By JENNIFER GAMPELL

WHY GO NOW Since declaring its independence from Malaysia in 1965, Singapore has been in a nearly perpetual state of change. Everwhere, signs politely apologizing for any inconvenience caused by construction and restoration projects are as ubiquitous as the new shopping plazas, hotels and nightspots that are cropping up all over the city.

The hypermethodical Singaporean government is working hard to rebrand the city-state's staid image. "We want Singapore to have the X-factor, that buzz that you

really change from other regional capitals. In desperately seeking its buzz, Singapore has become a surprisingly lively destination.

WHERE TO STAY Just over a year ago, the Oriental, 5 Raffles Avenue, Marina Square; (65) 6338-0066; www.oriental.com.sg, unveiled its multimillion-dollar refurbishment. All 537 luxurious guest rooms were restyled with pan-Asian Zen touches and the de rigueur glass pane separating bedroom and bath, and new chefs were hired. Fortunately, the circa 1967 tower's fan-shaped atrium and the spectacular service weren't touched. In Singapore dollars (used here except where specified), rooms range from \$279 to \$149 (range by \$171 to \$214, at 1.7 local dollars to the U.S. dollar), including a copious multinational breakfast buffet at the stylish Melt restaurant.

The Sentosa Resort and Spa, 2 Bukit Manis; (65) 6257-4331; www.sentesa.com, is an unexpected low-rise treat just 10 to 15 minutes from the center of a city renowned for tall glass and concrete structures. Set on a lush knoll overlooking the South China Sea on Sentosa Island, the 210 high-ceilinged rooms (undergoing much-needed refurbishment) look out onto tropical gardens complete with strolling peacocks. Romantic couples and families predominate. Internet sites offer big discounts on the published rates of \$380 to \$600.

The mid-range 630-room Carlton Hotel, 78 Bras Basah; (65) 6338-8333; www.carlton.com.sg, has reliable service, well-maintained rooms and a central location. Within walking distance or a short taxi ride are the Raffles Hotel, the Esplanade, the Sentosa City convention center, the Fuman IT mall and the Singapore Art Museum. Doubles start at \$168.

Low-priced accommodation in Singapore once meant scuzzy backpacker drives. Now \$55 buys a superior single room (queen or queen double) and an American breakfast at the Royal Peacock, 55 Keong Saik Road; (65) 6233-3322; www.royalpeacockhotel.com

The clean, modern transit station at Raffles City.



The clean, modern transit station at Raffles City.

carte items and the wine list are equally affordable. Closed Sunday and Monday.

The new Makansutra Gluttons Bay, (65) 6336-7025, www.makansutra.com, (it runs along the eastern perimeter of the Esplanade theater complex on Raffles Avenue) is a miniversion of the ubiquitous hawkker centers without the claustrophobic canopy. Dine al fresco on affordable street food—fried oyster omelets for \$5 to \$8, 10 sticks of satay for \$6—while gazing across the river at the spectacular view. Open 5 p.m. to midnight, and to 3 a.m. on weekends.

At the unpretentious Sin Hoi Sai, Block 55, Tiong Bahru Road 01-09; (65) 6223-4816, fresh seafood flows in daily from around the world includes kwi clams (sauteed in XO cognac for \$18 each) and wok-fried prawns smothered in curried crispy cereal. Or try the squarish, coated-in-thick coffee-flavored sauce. Locals top of their meals with a dessert of alo vera chunks floating in crushed ice and barely sweetened water (\$6).

WHAT TO DO DURING THE DAY Confronted with so many shopping opportunities, visitors often ignore Singapore's cultural offerings. Southeast Asian culture and history are highlighted at the Asian Civilizations Museum, 1 Empress Place; (65) 6332-7788; www.nhb.gov.sg/acm. Visiting exhibitions complement the state-of-the-art permanent displays of Chinese, South Indian and Islamic heritage. General admission, \$8.

The small collection of works by contemporary Southeast Asian artists at the Singapore Art Museum, 71 Bras Basah, www.jingart.com; (65) 6322-3222, is more comprehensive than anywhere else in the region

really counts. Opium den meets exposed concrete and Chinese antiques at the upmarket pool parlor Balize, Block 3E, River Valley Road/Clarke Quay; (65) 6339-0280; www.balize.com.sg. Separating the two glass-enclosed pool spaces on either end of this 7,500-square-foot former warehouse is the atmospheric China One bar, where a hip crowd grooves to the D.J.'s eclectic mix spanning the last 30 years. Pool is \$12 an hour and drinks are \$12 to \$18.

Alley Bar, 2 Emerald Hill, (65) 6748-8818, is another trendy conversion, this time of an L-shaped pad space between two heritage buildings. Set under a high opaque roof, the place has a long terrazzo bar leading to a large gill-edged mirror.

The very see-and-been Post Bar, (65) 6877-8135, a swanky water-logging hole at the Fullerton Hotel, 1 Fullerton Square, www.fullertonhotel.com, was the mall room of the former general post office. The original 1928 lofty ceiling remains but cream-colored couches and comfy chairs have replaced the mailbags.

WHERE TO SHOP Mustafa Center, 145 Syed Alwi Road; (65) 6295-5855; www.mustafa.com.sg, stands out among the over-crowded field of Singapore malls for more than being open 24/7. Crummed on six floors of this huge 1970's-style emporium in Little India is an eclectic array of competitively priced 21st-century products, including jewelry, cosmetics, clothing, electronics and housewares. The second-floor supermarket is fascinating for its range of western and Indian food items.

Sa Vvy resident advice is start shopping your electronics needs at the aggressive downtown sales outlet, then taking a 10-minute taxi to Raffles Hotel and make your purchase at Parikkil, No. 15A, Lorong Liput; (65) 6464-0002; www.parikkil.com. Prices are fixed but low, and this long-running family business stands behind its products.

HOW TO STAY BEHIND Most major hotels, cafes and fast-food outlets offer wireless Internet. Connectivity comes at a price in mercantile-minded Singapore though. Look for red Wi-Filess Surf Zone signs, where you can rent a Wi-Filess Surf Zone for \$199



A hawker at the Makansutra Gluttons Bay stalls, left. The Singapore Art Museum, right.



get in London, Paris or New York," said Prime Minister Lee Hsien Loong when he announced a controversial plan to build two casino complexes in 2009.

That "X-factor" may already be in play. Soon after licensing hours were extended to 3 a.m. in 2003 (and nonstop in designated areas), eclectic clubs and bars started appearing. Recently, funky plastic podlike seating areas along the waterfront revitalized the once moribund Clarke Quay. Ministry of Sound, the mother of London rave clubs, is scheduled to open on the quay soon

YES, FR development Gallery www.artsy.com tyler shot model o But if reject, re Botanic 7861, w ery day

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stroll a stimulat to enter

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HOW TO from Ne gapore search er one- ter-Asi

How about this one?

<http://www.thijsverbeek.nl/index5.html>

MANKIND

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30 Chittaranjan Avenue, 2nd floor, Kolkata - 700 012



Timely
Book Centre

THE END...

Extend someone's life. Donate blood.

