

Graphics Typography:

Basics: By Tori Grace Coleman

Here is some basic information to help improve your graphics typography skills. This might help you create a typography based print, or even a business card.

Graphics architecture:

Grids are key in Graphics, it creates uniform and structured order to a document.

There are different types of alignment tools you can use:

Centred- Symmetrical and formal (traditionally used for tombstones)

Justified- Economical placement however it can create large holes in paragraphs of text (these are called 'rivers'). It's hard to make justified aesthetically pretty however when done correctly, looks fantastic.

Flush Left- Organic placement. Creates a hard edge on the left side and a soft edge on the right. This is typically a standard setting.

Flush Right- This is an unusual format.

Structured alignment is aesthetically pleasing. When the structures of the page come from the content and not the margins of the page.

Typography details:

There are many things to consider when thinking about the text of a page. Perhaps look into and consider these things:

'x Height' Vs 'Cap height'- consider the height of the letters within a body of text. Does all the text height align including those of Capital Letters. [I.e TORi](#)

Notice the changing of weight (thickness of line) when you increase the text size (even in word). It's more aesthetically pleasing if you can manage to adjust the height but keep the same weight. This can be hard if the font you've chosen has a limited typeface.

Typefaces are different styles of font within one font category:

Roman

Italic

Bold

Semi Bold

Light

When looking at typography in illustrator. If you turn the text into outlines, you can then alter the weight of each letter individually so this is not an issue, therefore making it aesthetically pleasing.

Kerning- Adjusts the space between a pair of letters.

Metric Kerning- This is the automatic setting of the space between two letters which is built into the typeface.

Optical Kerning- this option lets the programme decide the space between two letters.

Dropped Caps- This is the traditional style of books where the first letter is much larger than the rest of the text and the text is built around the letter. Sometimes these are decorative.

When thinking about creating a body of work, think about these things:

Contrasting of two or more fonts

Size of font

Width of font

Height of font

Weight of the font

Caps vs lower case

Take a look at this business card example which I found online. Think about the use of Bold vs Roman typeface. Look at the certain words put in caps, making them stand out. Consider how one side is formatted centred alignment, however the other side has 2 columns, both with flush left alignment. Plus look at the font size, which suggests his name is the most important thing on the card. Look at the structures created with the text, without there needing to be a line. When you consider these things you're creating the basis for aesthetically pleasing graphic design.

