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.

To search and download a new font:
This is a fantastic tool, when you are creating a body of work and perhaps what the font to represent a concept. Or perhaps you're looking for a nice font to represent your brand.

1. Firstly find a website that has an archive of free downloadable fonts. I personally use DaFont.com however there are many to choose from. It does tell you online how to do this, but it might look slightly dodgy downloading something from an unknown website. But rest assured it's free and safe.

2. The main page has a list of different themes. For this example I'm going to look into pixel fonts. This is a font theme that is not seen in the typical list of fonts found in Adobe software. When you've found one you like, click Download on the right hand side.

3. The file should then download a 'ttf' file and 'zip' file. Double click on the 'ttf' file and a new window should appear. Depending on the font, it might have various different typefaces which you might need to download individually. The font I've chosen only has one typeface 'Regular'. Click 'Install Font', your font library should open with all your newly downloaded fonts.
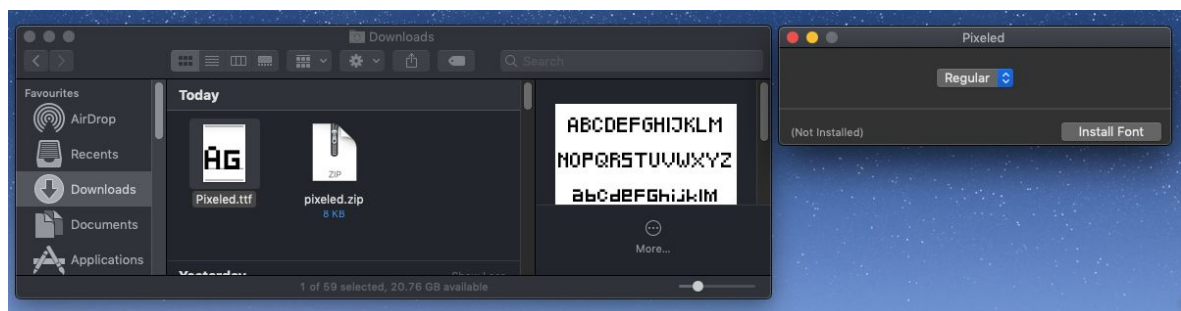

This is a really easy process, please don't let my step method make you think it's complicated.

Typography ideas/ trends for 2020:

Warped effect: Example with text but could be created with shapes/ pictures/ lines.

1. Firstly, open up at A4 page and create a text box. If this is your first time i recommend you use your name just something simple, perhaps 'Stay Home, Stay Safe'.
2. Next I recommend changing the typeface to a chunky bold one, and enlarge the text till it fills one line. Copy and paste the item continuously (using the cheat method above), until it fills the whole page.
3. Select all the text and group together, go to 'Object' - 'Group'.
4. Next to create the warp effect, select the group of text and go to 'Object'- 'Envelope Distort'- 'Make With Mesh'.
5. Select how many rows and columns you would like. The more you add the more complicated it will be. I recommend starting with 3 of each.
6. Click your direct selection tool (white pointer tool), you can then play around, moving the anchor points and twisting the anchor points to create different effects. Don't forget you can also move the anchor points along the edge and the handles of each anchor point.
7. The group font is still editable at this point. If you would like to change the typeface, font colour etc you can still edit this. Using the black pointer tool, click on the text layer and edit these.
8. If you want to re-edit the warp effect, go to 'Object'- 'Envelope Distort'- 'Edit Envelope'.
9. If you want to delete the warp effect go to 'Object'- 'Envelope Distort'- 'Release', and delete the top layer.
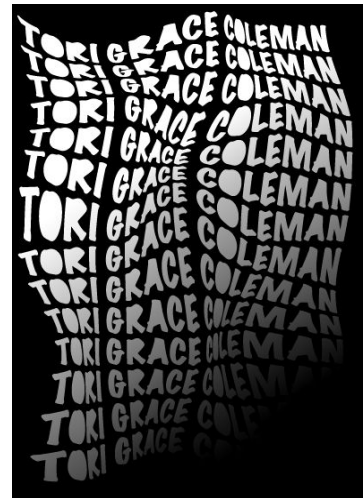
Take a look at my example, I've actually used a gradient effect to create dimension. I think it works really well. If you're looking for more interesting effects and examples like this I recommend looking on pinterest.