



Art Direction

Understanding typography

Content

01

Understanding typography -
The importance of typography.
Typeface vs. Font.
Size.
Visual Hierarchy.
Readability.
Weight.
Leading.
Tracking
Kerning.
Orphans & Widows.

02

Using space -
White space.

03

Examples

The importance of typography.

The fundamental purpose of typography is to present text in a way that enhances (or diminishes, as the case may be) the experience of reading it. Whether it is packaging, newspaper or a web page, typography has the ability to alter your experience of reading something, which makes it absolutely crucial to how our audience consumes the information correctly.

Imagine the feeling of reading text that is far too small, or that has minimal space between the letters, as opposed to text that's crafted in a way you're expecting: evenly spaced, legible font and size. Or, consider how typography on a poster in wild colors and cleverly arranged can challenge your perception of a product or brand. The true power of typography lies in its ability to alter how you feel about a message being conveyed and create an impact on you.

Typeface vs. Font

A **typeface** is a group of characters that share a common DNA. For example, Baskerville is a different typeface from Volta Modern Display.

A **font** is a particular set of glyphs within a typeface. For instance, Frutiger LT Std Bold 12pt is a different font from Frutiger LT Std Black 14pt.



Typeface

Helvetica Neue
Baskerville
F37 Ginger
American Typewriter
Minion Pro
Volta Modern Display

Font

Frutiger LT Std Roman 8pt
Frutiger LT Std Italic 8pt
Frutiger LT Std Bold 10pt
Frutiger LT Std Bold Italic 10pt
Frutiger LT Std Black 12pt
Frutiger LT Std Black Italic 12pt

Size

Size is generally the first thing new designers turn to when trying to create **visual hierarchy**.

And for good reason: It's immediately, easily identifiable by readers.
Bigger = more important, smaller = less important. But size can become a crutch when there are so many other options to create hierarchy.



This Title is most Important

This descriptive text is second important

Section 1.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas purus arcu, vestibulum et porttitor eu, mattis vel ligula. Sed ac nisl malesuada libero iaculis molestie. Pellentesque habitant

Section 2.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum et porttitor eu, mattis vel ligula. Sed ac nisl malesuada libero iaculis molestie. Pellentesque habitant morbi tristique

Visual Hierarchy

Visual hierarchy is the principle of arranging elements to show their order of importance. Designers structure visual characteristics—e.g. menu icons—so users can understand information easily. By laying out elements logically and strategically, designers influence users' perceptions and guide them to desired actions.

“Visual hierarchy controls the delivery of the experience. If you have a hard time figuring out where to look on a page, it's more than likely that its layout is missing a clear visual hierarchy.”

- The Nielsen Norman Group



Then look over here.

First look here.

This is next.

Lastly, over here

Readability

Readability refers to how clear and easy it is to read words in a block of text. Many designers spend years mastering the art of typesetting as it helps shape the page in a cohesive and clear manner. Typesetting is very detail oriented, and there should be a mix of legibility and readability considerations. Depending on the DNA of a typeface, designers can make decisions for its readability on a page. Font size, line length, and leading, just to name a few, are some of the elements that need to be considered to make text legible.



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas purus arcu, vestibulum et porttitor eu, mattis vel ligula. Sed ac nisl malesuada libero iaculis molestie. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Phasellus eu posuere magna. Vivamus consectetur nibh augue, eu vestibulum purus cursus eu. Nam commodo ligula eget egestas tristique. Maecenas in edismod massa.

Poor readability

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas purus arcu, vestibulum et porttitor eu, mattis vel ligula. Sed ac nisl malesuada libero iaculis molestie. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Phasellus eu posuere magna.

Good readability

Weight

A font's weight determines how thick or thin characters are displayed. Fonts that are narrow and thin can create a good contrast between a thicker, bolder heading and body text but they have their own drawbacks, as they can be difficult to read on small body text because of how faint they can look.



Thin
Light
Regular
Medium
Bold
Heavy
Black

Leading

Leading, also called line spacing, is the vertical space between each line of text and is measured from baseline to baseline.

Depending on the typeface you are using, you might need more or less leading. Darker typefaces need more leading because they tend to make a page look darker and require more breathing room. As a rule of thumb, add 2 pt to the final size of the copy text. Keep an eye on ascenders and descenders as they can often touch between the lines.



Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Maecenas purus arcu,
vestibulum et porttitor eu, mattis vel ligula.
Nisl malesuada libero iaculis molestie.

19 pt font with a 22 pt leading

Tracking

Also known as letter spacing, tracking is the act of adding horizontal space between characters. Lowercase characters require some tracking in long forms of text to fix rags, orphans, and widows. Strings of capital letters need tracking to add some air between the characters. There isn't a rule as to how much tracking you should add, but try to find a good balance.



-50 tracking **typography**

0 tracking **typography**

100 tracking **typography**

TYPOGRAPHY

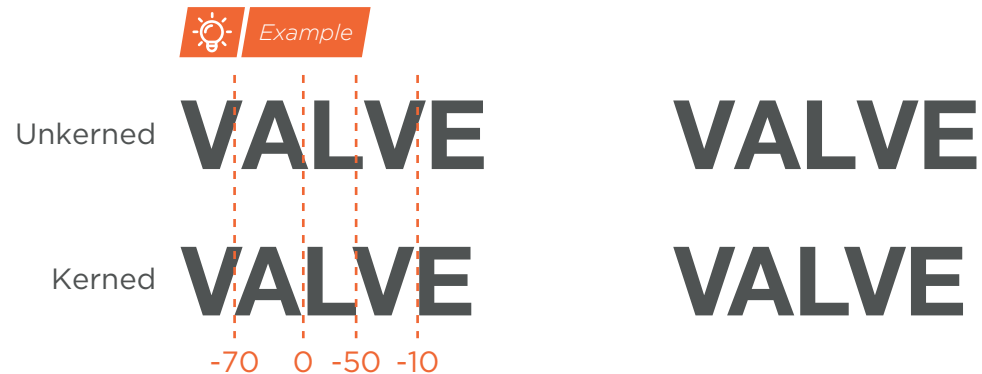
TYPOGRAPHY

TYPOGRAPHY

Kerning

Whereas tracking is the space between characters in a word, kerning is the space between a combination of two characters.

Most typefaces are integrated with kerned pairs that are created carefully by a designer. There are many different combinations, so some are not kerned by default. There's no mathematical rule for kerning—your eyes are your best tool. The goal of kerning is to achieve equal distance between the pair so that the full word looks evenly spaced. Characters with diagonal strokes are difficult to kern because of the space they create.



Orphans & Widows

Orphans are isolated lines created when a paragraph begins on the last line of a column or page. A widow is the last line of a paragraph that appears at the beginning of the next column or page.

Both of these issues cause excessive white space around the lines of text. To eliminate this problem, edit copy where necessary. If editing is not an option, try typesetting previous paragraphs meticulously. Typography is all about the details, and it's important to create a good reading experience within a clean and organized layout.



Example

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas purus arcu, vestibulum et porttitor eu, mattis vel ligula. Sed ac nisl malesuada libero iaculis molestie.

Lorem ipsum dolor sit amet.

Consectetur adipiscing elit. Maecenas purus arcu, vestibulum et porttitor eu, mattis vel ligula. Sed ac nisl malesuada libero iaculis molestie. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Phasellus eu posuere magna.

Orphan

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas purus arcu, vestibulum et porttitor eu, mattis vel ligula. Sed ac nisl malesuada libero iaculis molestie. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

Lorem ipsum dolor sit amet.

consectetur adipiscing elit. Maecenas purus arcu, vestibulum et porttitor eu, mattis vel ligula. Sed ac nisl malesuada libero iaculis molestie. Pellentesque habitant morbi tristique senectus et

Widow

White space

It is important to avoid needless clutter. White space funnels your eye towards the content and allows your message to stand out.

Think of Apple's branding and advertising. It utilizes large areas of white space to communicate a sense of simplicity and to reflect the user-friendliness of its products.



Heading.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip.

Heading.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip.

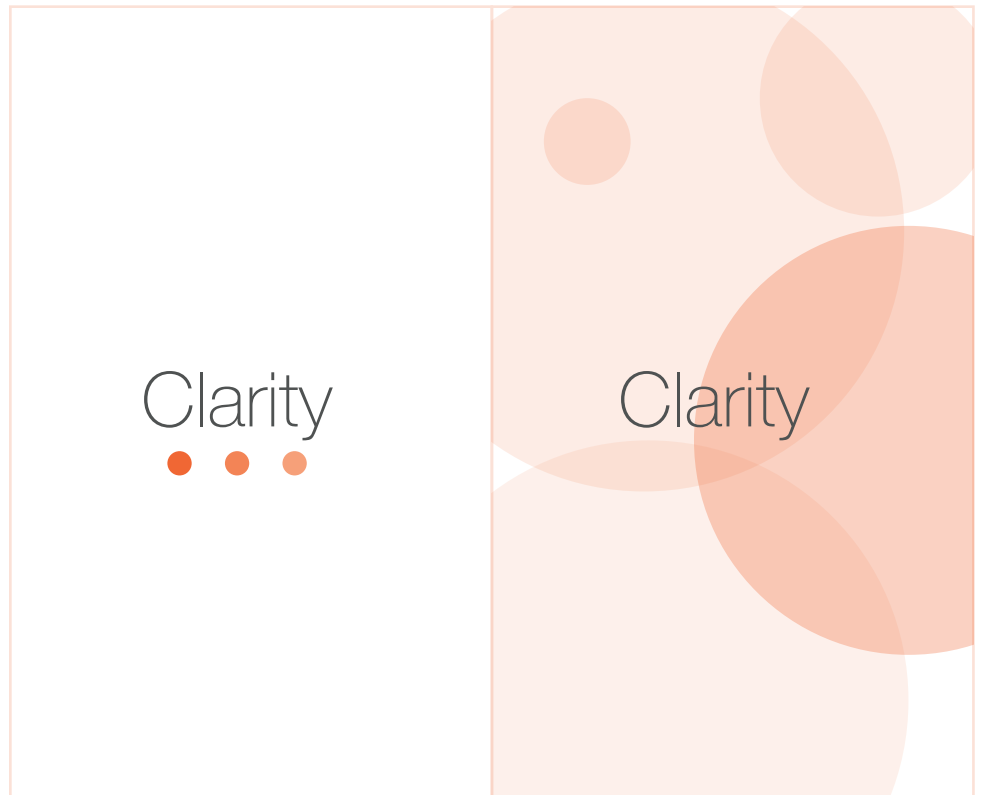
White space

While images and fonts communicate a message, white space can be used to enhance and clarify the important information.

You've probably heard of the phrase 'less is more'? Well, it's almost always the case when applied to design.

I highly recommend everyone watching this video on Satori Graphic's Youtube channel:

<https://www.youtube.com/watch?v=PJrxpOQmD-E>



Examples



*Hierarchy.
There's limited hierarchy
and the design doesn't look
interesting.*



*Visual.
Great idea to give order to the
screen. One side has imagery,
the other has typography.*



*Slogan.
This needs some thought,
it needs to be repositioned.*

Examples



*Hierarchy.
Unsure what's really
important here.*



*Hierarchy.
What you need to see
right away is a lot clearer.*



*Colour.
Nice idea to link the
typography with
colour in the image.*

Examples



*Hierarchy.
Doesn't seem like there's
much consideration here.*

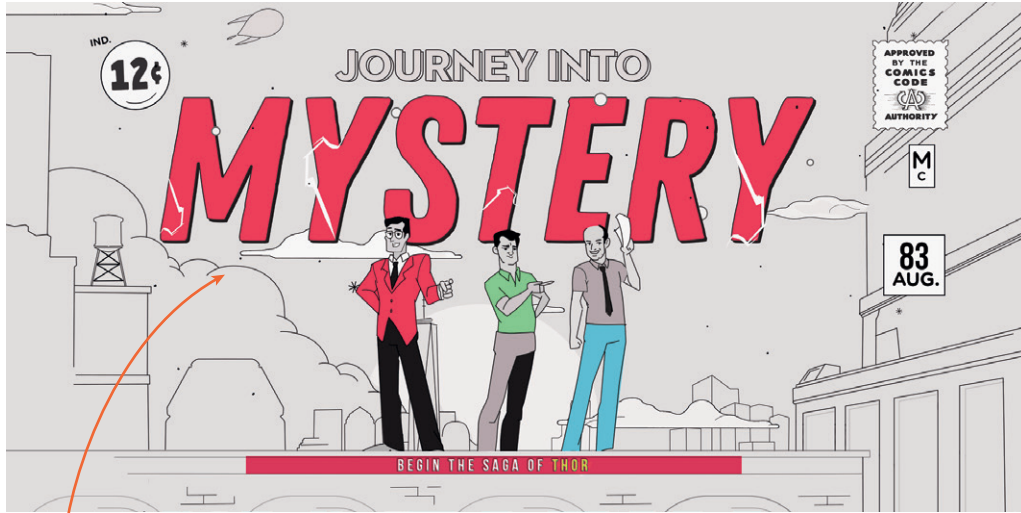



*Space.
By giving space, the image
and text can breathe.*

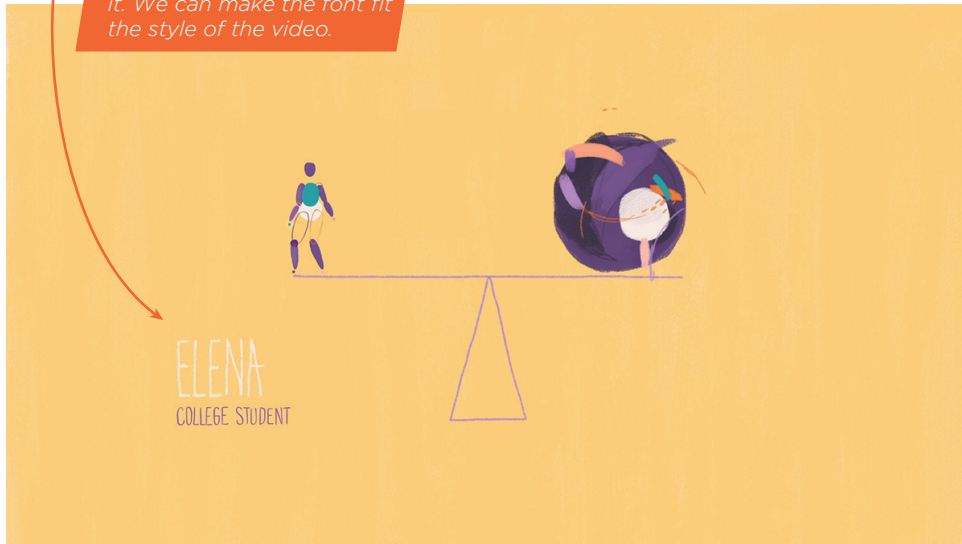



*Typography.
Excellent choice to adjust
the kerning and give the
text room to breathe.*

Examples



 **Font.**
For our videos, sometimes we don't need to overthink it. We can make the font fit the style of the video.



 **Imbedded.**
The text can also be part of the scene as well.





Thank you