

USING TYPE AND GRAPHICS

Fonts Faces and Families

Font

A type font is a complete assortment of upper and lower case characters, numerals, punctuation and other symbols of one typeface.

Typeface

A type face is the name of a particular type design like Helvetica or Bodoni.

Type Family

A type family is the grouping of all the relatives of a particular typeface including different weights, widths and styles.

Basic Type Fonts:

Sans serif:

Helvetica
Avant Garde
Lucida

Modified Serif:

Optima
COPPERPLATE

Serif:

Bookman
Times Roman
Palatino

Specialty or Novelty Typefaces:

Comic Sans
ANAGRAM
Curlz

Script:

Zapfino

Edwardian Script
Mistral

Symbols:

Dingbats ♣ * □ ✱ ⊗ ⊛ □ □

Wingdings σ γ ν ι δ γ ν ι Ω

Weights:

Avant Garde
Avant Garde Demi

Widths:

Futura
Futura Condensed

Styles:

Garamond Book
Garamond Book Italic

Keep typography simple.
Stay consistent.
Use upper and lower case.
Keeps lines short.
Use serifs.

Screen fonts and Printer fonts

Screen Fonts are loaded into the system via a font utility. Most screen fonts do not give high enough resolution to look good in print. Publishing systems include printer fonts linked to screen fonts. Printer fonts are PostScript fonts that a monitor cannot display. When you issue a print command, the screen font links with the printer font so the output device can produce high-resolution characters.

Common Mistakes with Type Design:

Good design supports communication.

Type conveys your message best by avoiding these common mistakes:

- lines more than fifty characters long
- sans serif type used for long blocks of text (body copy)
- text type overprinting a screened image
- long sections of text in all caps
- reverses out of tints less than 50 per cent
- too many typefaces and weights on one page
- highlight colors used without a clear purpose
- drop caps poorly related to their corresponding word
- type of one color printed on a background of another color with the same value, such as medium red on medium blue

Describing Type

Points: 12 points = 1 pica

Picas: 6 picas = 1 inch

Points: used for character height

Picas: used for column width

Inches: used for column height

Text: 14 pt or smaller

Display: larger than 14 points

Screen tints

Used to highlight copy, accent charts and graphs and simulate changes in the density of ink. Screen tints create the illusion of shading because they are printed in tiny dots instead of solid blocks.

- Ink color
- Ruling, or line count or screen value--as in 65 line. Size of dots. Lines per inch
- Dot area--as in percentage
- Rules

Reverses

Type, graphic or illustration reproduced by printing ink around its outline, thus allowing the underlying color or paper to show through and form the image. The image "reverses out" of the ink color.

Overprints

To print one image over a previously printed image, such as printing type over a screen tint.

Illustration

Royalty Free CDs

Stock Illustration

theispot

Freelance Illustrators

Source books

Internet