Typography and typefaces

Typography is the use of typefaces in a design

The use of typography is a **media code**

Different ways of using typefaces create different meanings and can be used in different ways

Typography and typefaces

A **typeface** is the design of a set of lettering

A single typeface will have lots of different variations. When we use a typeface variation we call it a **font**

Typography and typefaces

Typeface = Calibri

Typeface = Times New Roman - **in bold**

Typeface = Comic Sans - <u>underlined</u>

Typeface = Georgia - *in italics*

Typeface = Impact

Typeface = Pacifico

Typeface = AMATIC SC

Different typefaces can set the mood differently

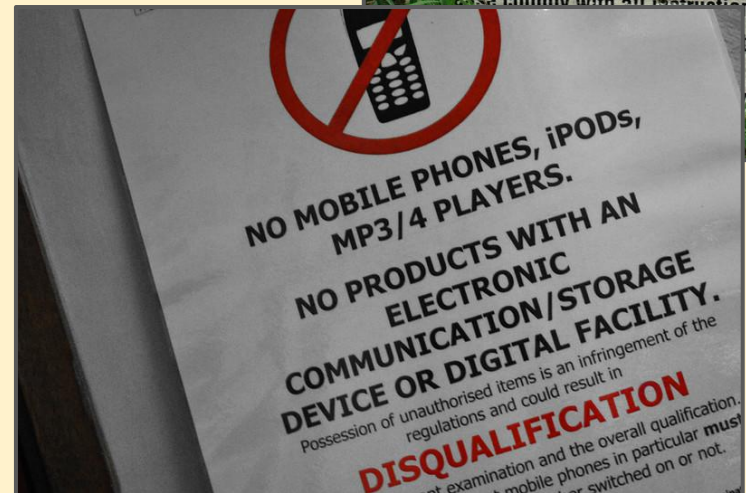Some are fun, some serious. Some signify childishness, others style or cool

Typography and typefaces

Ways of using typefaces include:

- emphasis – **bold**, *italic*, <u>underline</u>, CAPITALS
- font size
- font type (see slides 6–8)

Large fonts are used to attract attention

Emphasis is used to draw the eye to the ***most important information***

Typography and typefaces

There are two main types of typeface...

Typography and typefaces

Serif typeface

A serif is the fancy, curly decoration on the end of letters

These are best for reading on paper and suggest "traditional", "reliability" and "trust"

Cambria, Georgia or Times New Roman

Typography and typefaces

Sans-serif typeface

Sans-serif typefaces don't have decorative serifs

These are best for using on screen and suggest "modern", "clean" and "efficient"

Arial, Calibri or Comic Sans

Typography and typefaces

Two other types of typeface are:

Script typefaces – used carefully these can represent "elegance", "creativity" and "emotion". But they can be hard to read

decorative typefaces – used to attract attention, mostly in adverts, they can represent "casual", "flexible" and "urban"