

Typography

Introduction to Photoshop

- CRAP w/ BS
- Contrast with fonts: color, weight, size
- To serif or sans-serif?
- Specialty fonts.
- Never, ever, ever, never, ever, ever do this with a script font.

CRAP w/ BS

- The Visual Design Manta mnemonic:
CRAP w/ BS
 - Contrast
 - Repetition
 - Alignment
 - Proximity
 - White space
 - Balance

CRAP w/ BS

- Contrast: most important element for text
 - High contrast easier to read than low contrast
 - Dark fonts on light background
 - Black or very dark grey or blue on white / light grey
 - Light colored letters on dark background will seem to float

Contrast with fonts: color

- High color contrast
 - Usually easy to read

High contrast

High contrast

High contrast

High contrast

High contrast

High contrast

- Low color contrast
 - Not easy to read

Low contrast

Low contrast

Low contrast

Low contrast

Low contrast

Low contrast

Contrast with fonts: weight

- Weight: bold or narrow

IMPACT

Alfa Slab One

Bauhaus 93

Blackoak

Avenir Light

Calibri Light

Raleway Light

Source Sans Pro Light

Contrast with fonts: size

- Larger is better -- within reason!

—Too big!

— Too small!

—Just right (36 pt)

- Text on paper: 12 pt (Times Roman / Times New Roman / Garamond / Palatino)
- Text on display: 24 – 36 pt (sans serif)
- Text for posters: big (72 pt +)

To serif or sans serif?

- Serif: the little marks on fonts that help eyes track from one letter to the next
 - Display / screen: sans serif
 - Why? Serifs tend to get fuzzy on screens due to lower resolution (72 – 96 ppi on standard screen)
 - Retina display is different, higher resolution, serifs OK
 - Paper: serif
 - Why? Higher resolution (~ 300 ppi for fonts)

To serif or sans serif?

- Some standard serif fonts:
 - Cambria, Garamond, Palatino, Times New Roman
- Some standard sans serif fonts:
 - Arial, Calibri, Helvetica, Verdana
- Safe fonts for web: Arial, Helvetica, Verdana

Specialty Fonts

- Decorative
- Might not translate: destination machine may not have the same font, substitution will happen.
- Make decorative font into image

Never, ever, ever, never, ever,
ever do this with a script font.

Never do the following with a script font:

ALL CAP ITAL LETTERS!!!

VERY HARD TO READ!!!

*Use a mix of upper and lower
case letters for legibility.*

*Oh, also, don't center-justify all the text
for this also makes it hard to read.*

Western culture reads left to right, top down.