

Typography I

Unit 1

Principles of letter form, upper case and Lower case, San - serif and Serif. Understanding aesthetic, structure typeface letterforms and managing hierarchy of information in typographic context.

Unit 2

Roman letter forms – Proportion of letterforms, letter and word spacing, composing the given word/words in Roman style

Unit 3

Finished artwork of the given wording with proper arrangement within the given space in black & white only within a maximum paper size of 10 inches x 15 inches.

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Unit 4

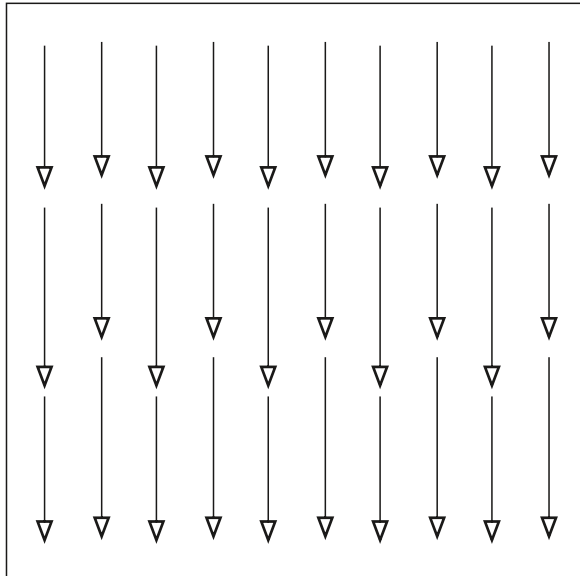
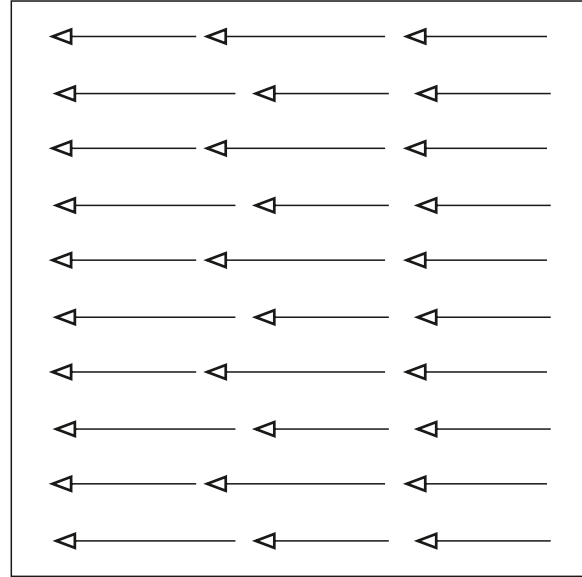
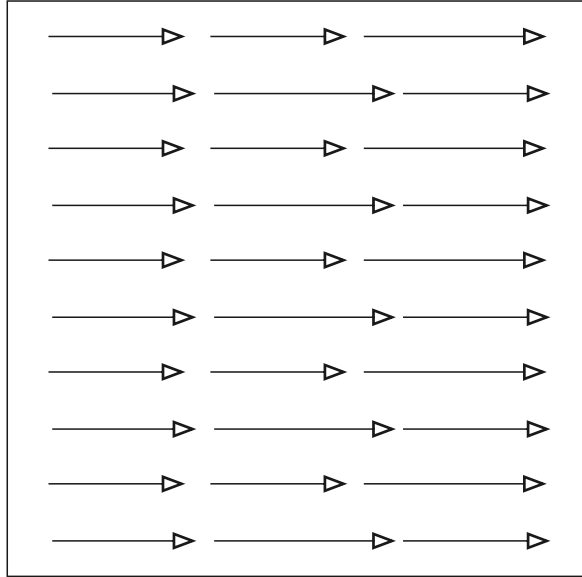
Understanding Text, Study of various alignments.

Recommended books

1. **Just my Type: A book about Fonts**- Simon Garfield
2. **Scripts: Elegant Lettering from Design's Golden Age**
3. **Typography: A Manual of Design** – Emil Ruder

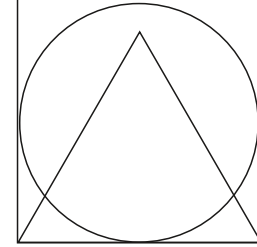
Typography I

writing directions

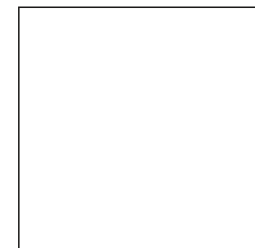
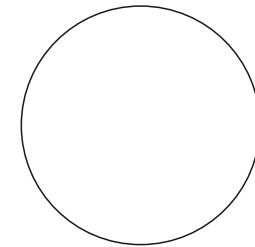
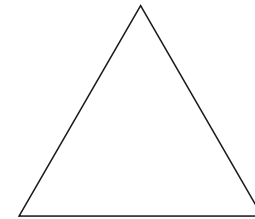
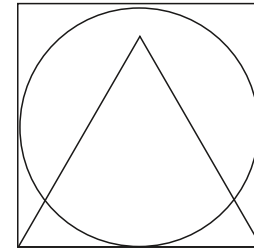
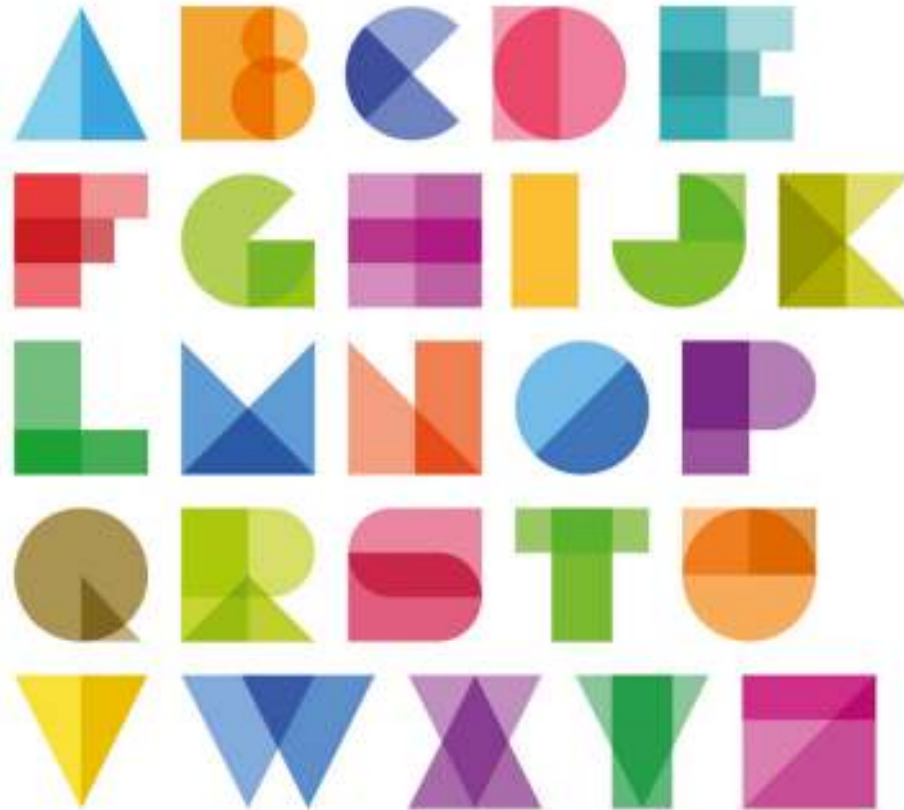


Typography I

Principles of letter form,
Upper case and Lower case,
San - serif and Serif.



Principles of letter form



Upper case and Lower case

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Upper case and Lower case in
Regional language scripts



San serif and Serif.



San serif and Serif.



India

India

India

San serif and Serif.



India
India
India



SERIF FONT	SANS-SERIF FONT
Garamond	Arial
Times New Roman	Calibri
Droid Serif	Roboto
Bree Serif	Montserrat
Georgia	Open Sans
T	T

Typography I

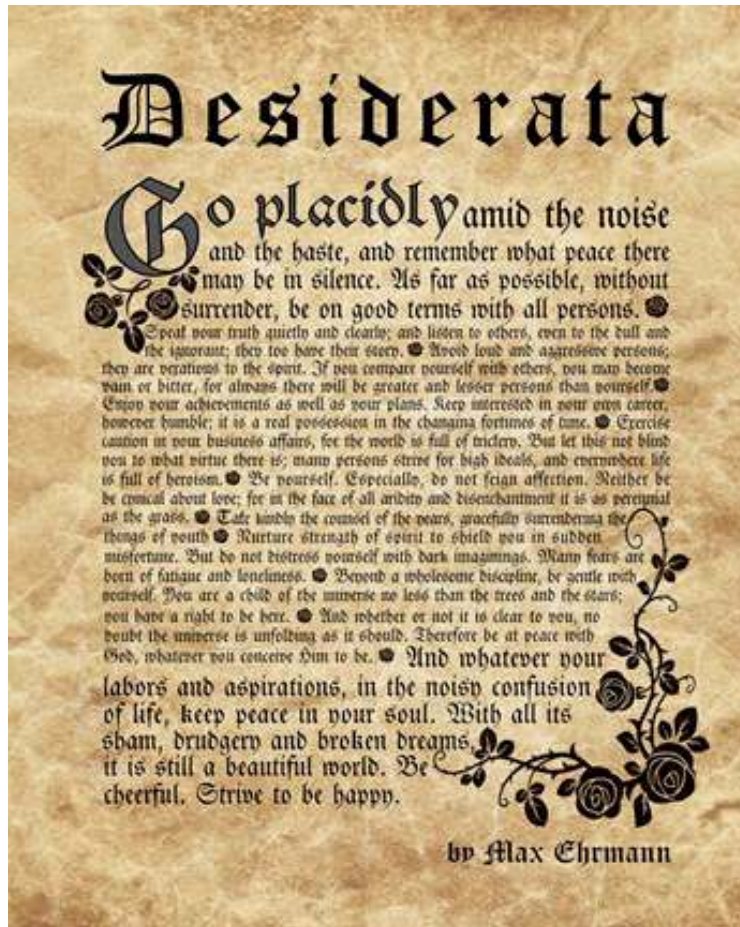
Understanding aesthetic, Structure typeface letterforms and managing hierarchy of information in typographic context.



An 11th-century Shisyalekha manuscript,



Structure typeface letterforms and managing hierarchy of information in typographic context.



Typography I

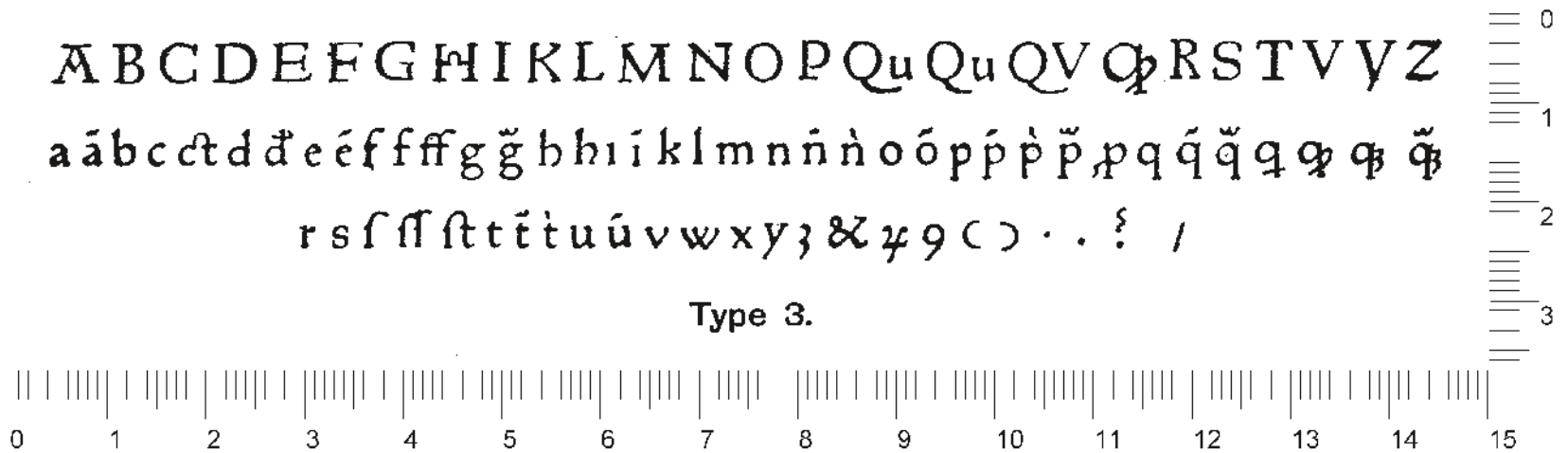


Typography I

Roman letter forms – Proportion of letterforms, letter and word spacing, composing the given word/words in Roman style



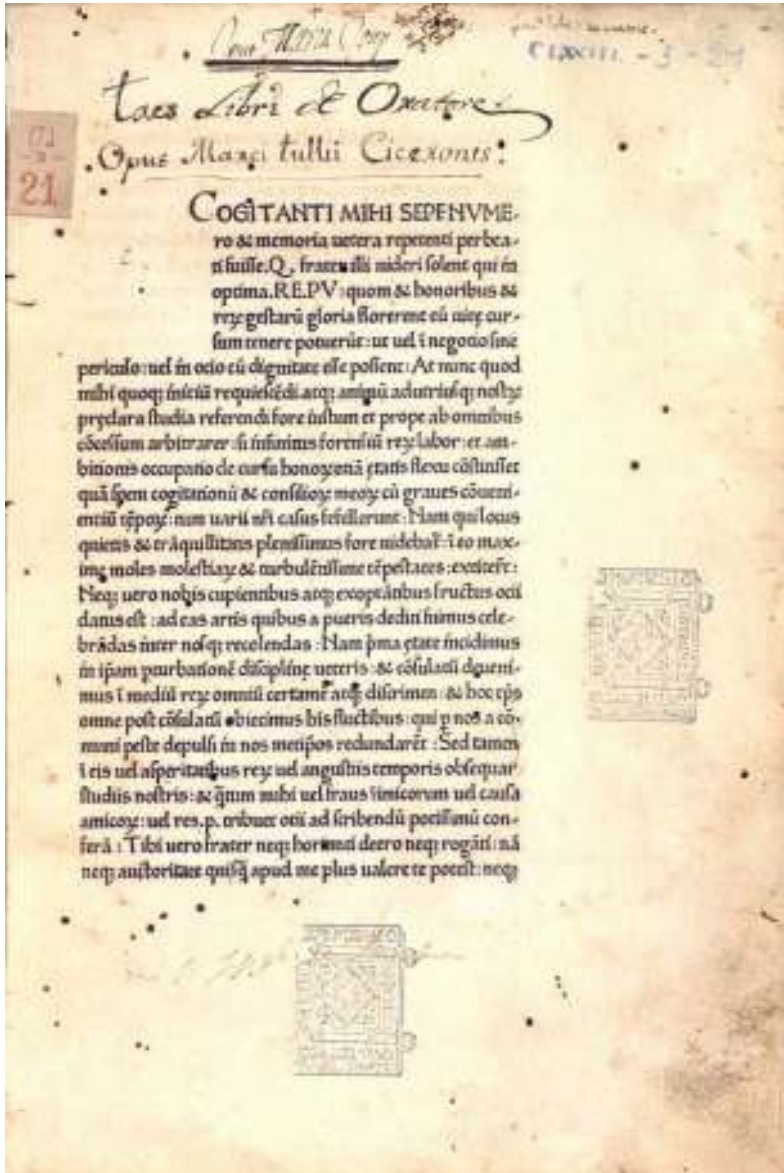
Roman letter forms changes from 15th century onwards



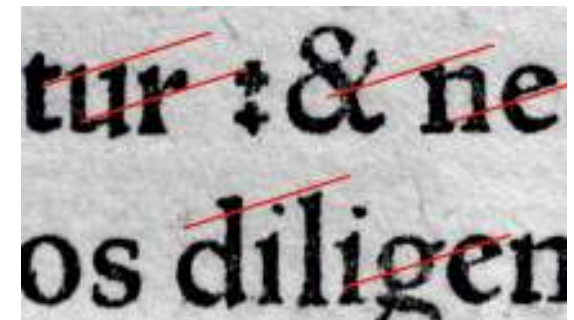
Typography I



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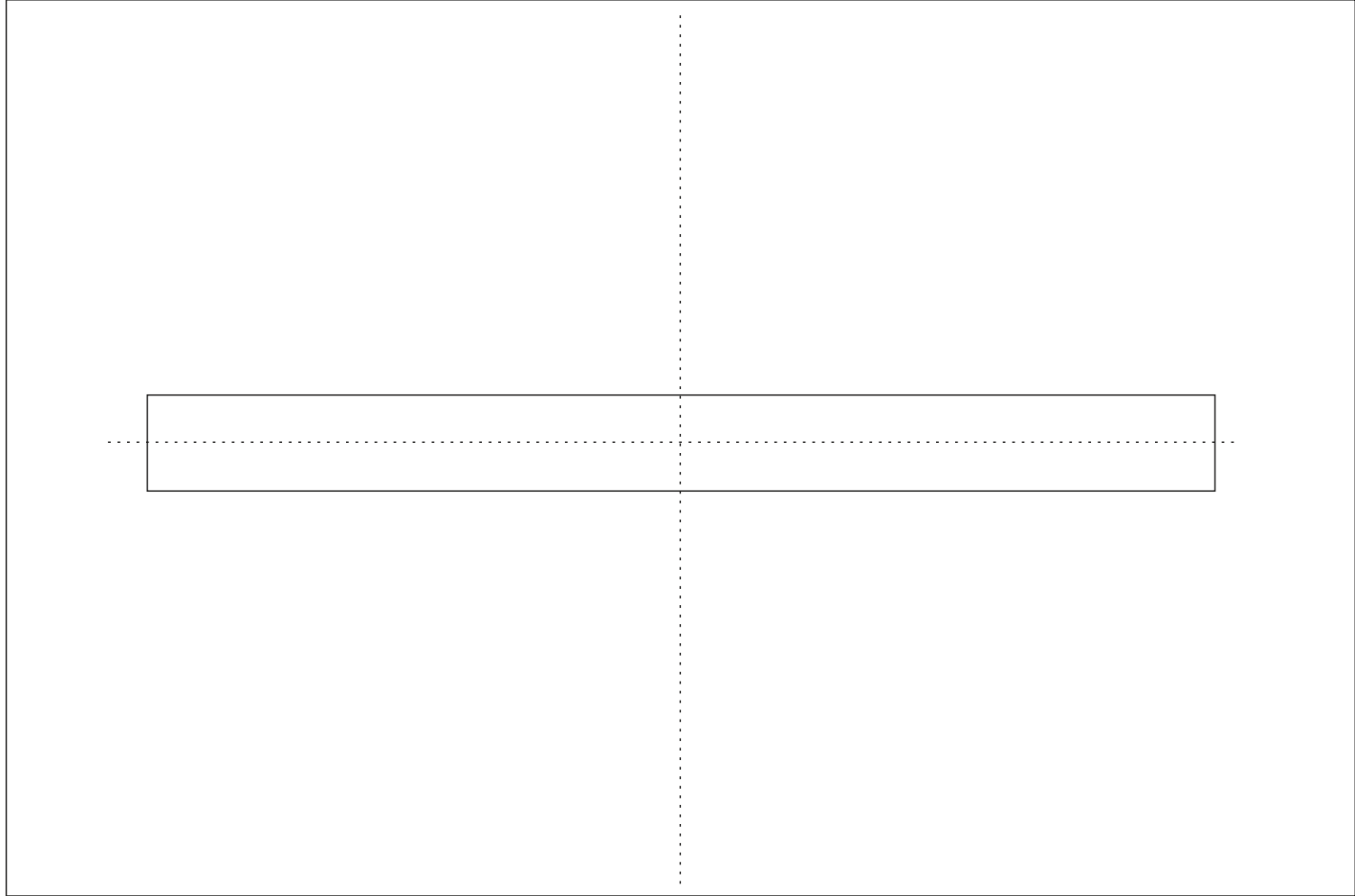
Cicero' s De oratore, printed by Sweynheym & Pannartz at Subiaco in 1465. the very first roman type. Image courtesy of the University of Barcelona



Rhythm through repetition

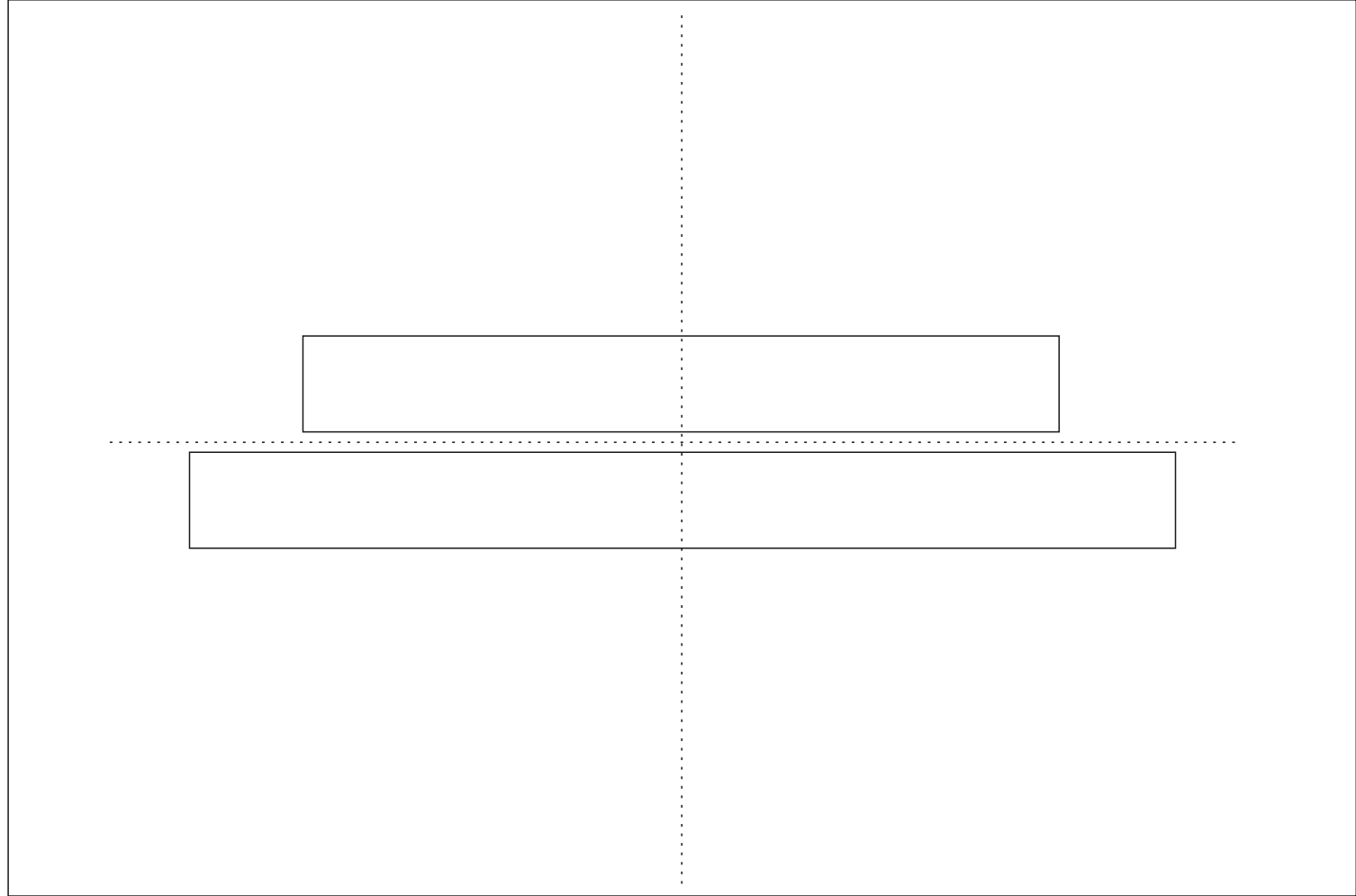
Typography I

Composing



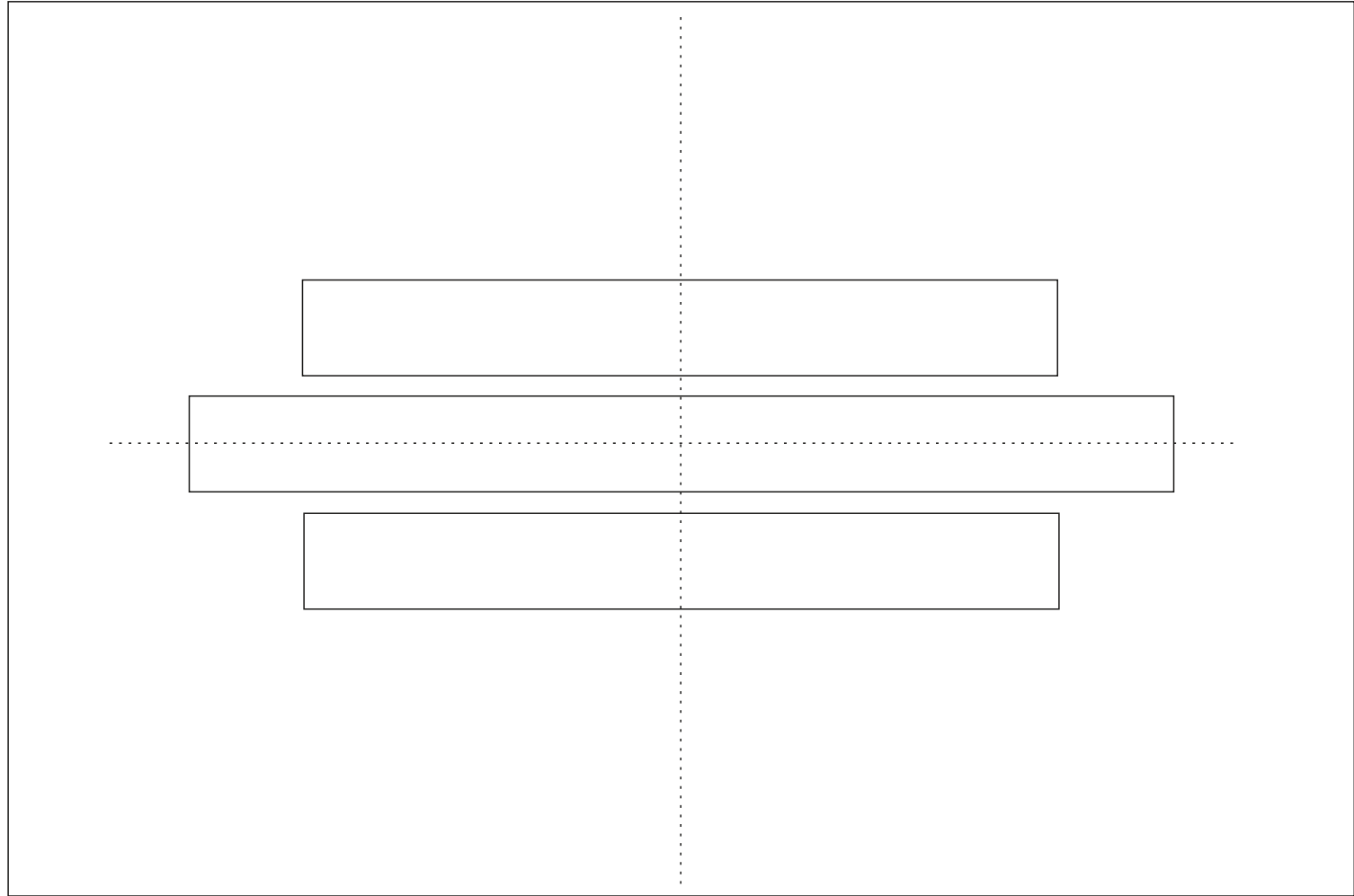
Typography I

Composing



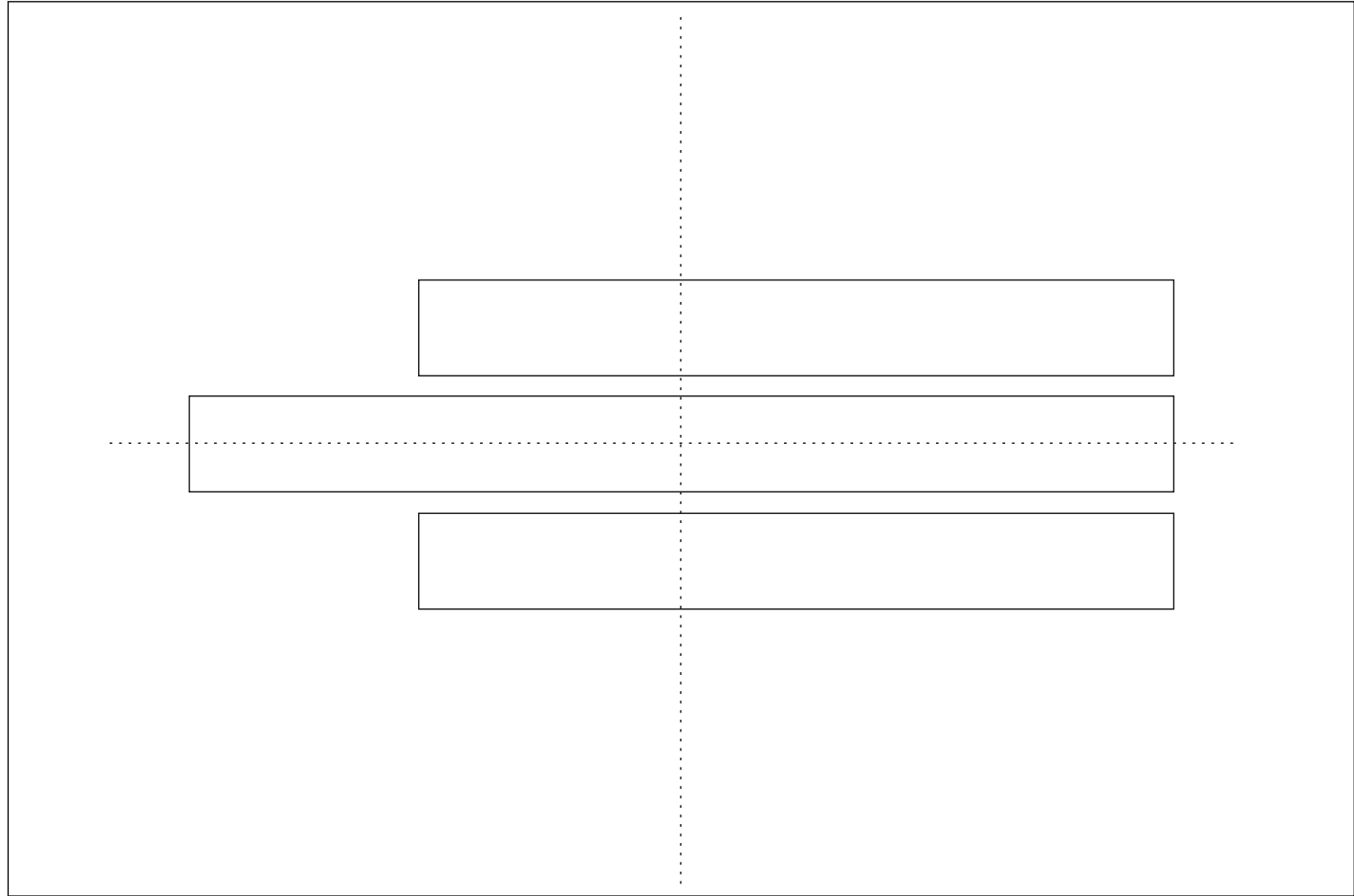
Typography I

Composing



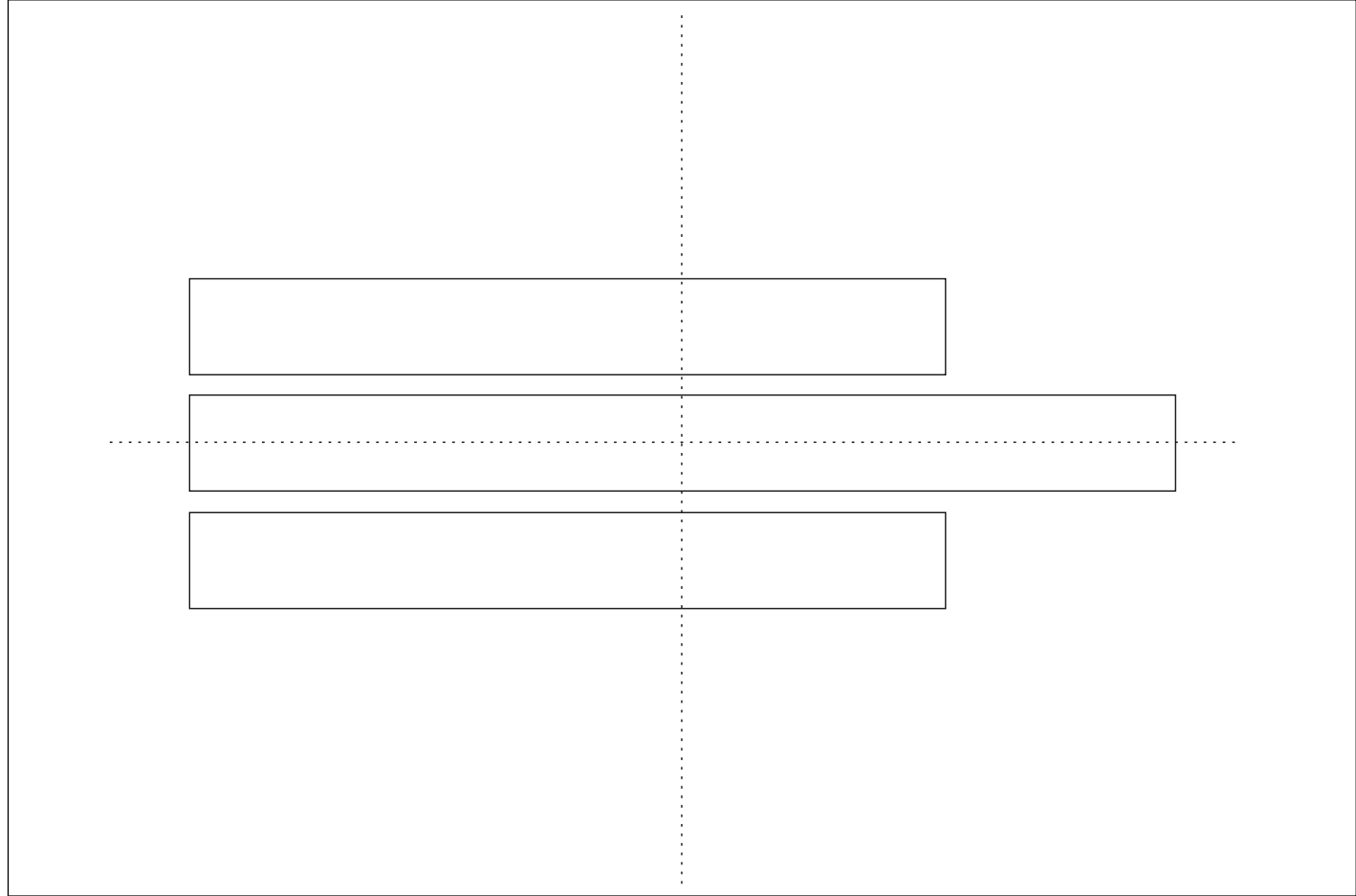
Typography I

Composing



Typography I

Composing



Typography I



Typography I



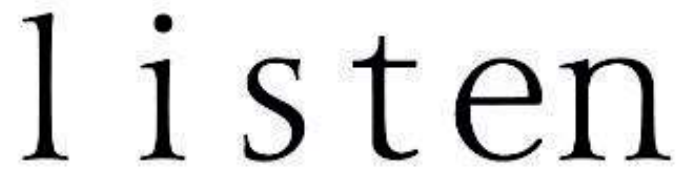
What is kerning?



What is tracking?

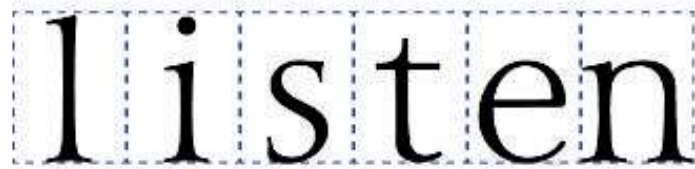


Typography I



l i s t e n

Each character is given an equal amount of space regardless of width



l i s t e n

The outlined area is the same size for each character



This shows the visual spacing between the characters



l i s t e n

This shows the optimal spacing between the characters

Typography I



WATER

Equal spacing
between
characters



WATER

Automatic kerning
(still has too much
space between
characters)



WATER

Adjusted kerning
(more visually
appealing)



WATER

Kerning is too tight
(harder to read)