

Typography 2

1.

What do these say?

1.

Whose's are those little boxes.

2.

He finished in second in

the finished in second.

We **read** by seeing the **shapes** of words.

You **learn** new words by:


1. Recognizing the individual letters
2. Putting them together
3. Identifying the word

But, once you **know** a word you read it by:

1. Recognizing its shape
2. Matching it to the known word

Momma Poppa Sister Brother

MOMMA POPPA SISTER BROTHER

Is this word Momma, Poppa, Sister, or Brother? 

Does this shape represent the word cat, dog, or garbage? 

NOTE:

Using **ALL CAPITAL LETTERS** removes the word shape and **MAKES IT VERY HARD TO READ**.

You can use this to slow down reading and help increase the comprehension of critical information.

Be careful!

Making it hard to read is OK for a little bit of text.

Too much discourages people to continue reading.

2.

Remember this?



**The San Serif letters
are easier to identify.**

Also...

See what serifs do...

horizontality Serifs help to blend letters together horizontally

horizontality Serifs have been chopped off here: each letter stands alone as an individual vertical unit

Serifs help to unify letters into a word shape.

They **tie words together**
making them **easier to read.**

So...

Serif Fonts make it easier to READ.
(more readable)

Oldstyle fonts

Modern fonts

Slab Serif fonts

**Sans Serif Fonts make it easier to
SCAN for information. (more legible)**

Sans Serif fronts

Make it **easy to read.**

Use **Serif fonts** for big blocks of text:

- essays
- reports
- letters...

Make it **easy to scan** for information.

Use **Sans Serif fonts** for:

- titles/subtitles
- captions
- tables of data
- charts
- graphs...

Wants pawn term dare worsted ladle gull hoe lift wetter murder inner ladle cordage honor itch offer lodge, dock, florist. Disk ladle gull orphan worry putty ladle rat cluck wetter ladle rat hut, an fur disk raisin pimple colder Ladle Rat Rotten Hut.

Wan moaning Ladle Rat Rotten Hut's murder colder inset. "Ladle Rat Rotten Hut, heresy ladle bsking winsome burden barter an shirkercockles. Tick disk ladle basking tutor cordage offer groin-murder hoe lifts honor udder sit offer florist. Shaker lake! Dun stopper laundry wrote! Dun stopper peck floors! Dun daily-daily in

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"O hoe! Heifer gnats woke," setter wicket wool, butter taught tomb shelf. "Oil tickle shirt court tutor cordage offer groin-murder. Oil ketchup wetter letter, and den—O bore!" Soda wicket wool tucker shirt court, an whinny retched a cordage offer groin-murder, picked inner windrow, an sore debtor pore oil worming worse lion inner bet. Inner flesh, disk abdominal wool lipped honor bet. paunched honor pore oil worming, any garbled erupt. Den disk ratchet ammonol pot honor groin-murder's nut cup an gnat-gun, any curdled ope inner

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3 Text alignments...

Left Justified
(Align Text Left)
(Straight on the Left)

We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness. That to secure these rights, Governments are instituted among Men, deriving their just powers from the consent of the governed. That whenever any Form of Government becomes destructive to these ends, it is the Right of the People to alter or abolish it...

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Right Justified
(Align Text Right)
(Straight on the Right)

Justified
(Justified Text)
(Straight on both sides)

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Centered
(Align Center)
(Straight in the Center)

← Straight

← Ragged

We read from **Left to Right...**

It is **easiest to read** when:

- We always start at the same place on the left
- The lines have different lengths

Text alignments for readability...

Left Justified
(Align Text Left)

BEST!

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Justified
(Justified Text)

OK

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USE VERY

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LITTLE

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Right Justified
(Align Text Right)

Centered
(Align Center)

NOTE:

Centered is used for emphasis.

Right Justified is used to link text to some element on the right.

These alignments are hard to read.

Making it hard to read is OK for a little bit of text.

Too much discourages people to continue reading.

Text alignments...

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Right Justified (Align Text Right)

Justified (Justified Text)

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