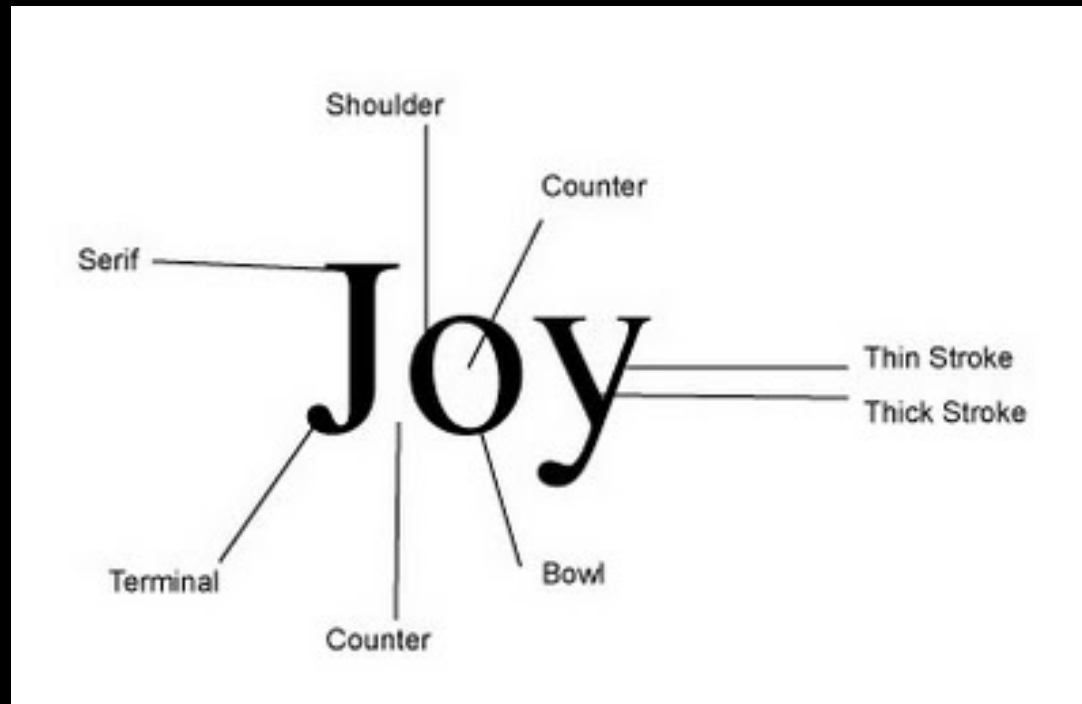


Type Basics

The alphabet is a fundamental part of our interactions, and the typographer works within a multitude of subtle variations to create meaning from letter form. Below the word "Joy" illustrates how many components of type may be considered!



Letters vary according to six elements:
Case, Weight, Contrast, Width, Posture, and Style.

Aa Bb Cc Dd
Ee Ff Gg Hh
Jj Ll Mm Nn
Oo Pp Qq Rr
Ss Uu Xx Yy



LIGHT



REGULAR



UNIFORM



CONTRAST



BOLD



BLACK



CONTRAST



EXTREME
CONTRAST



REGULAR



BOLD



MODULATION

Case:

Uppercase vs Lowercase

Weight:

Light, Regular, Bold, Black

Contrast:

Between strokes within the
letter of a typeface



Width

Posture

Style:
 Serif
 Sans Serif
 Stylized



Oldstyle - organic contrast of weight in the strokes - from brush or pen

Transitional - stroke contrast is increased

Modern - stroke contrast is extreme

Sans Serif - lack of serifs, stroke weight is uniform, more legible at small sizes

Slab Serif - hybrid of bold sans serif and horizontal stress of serif

Graphic - experimental, decorative display types

Transitional

Caslon

B a s k e r v i l l e

Serif

Times

Times New Roman

Georgia

Garamond

San Serif

Arial

Verdana

Helvetica

Futura

G i l S a n s

COPPERPLATE

Geneva

Trebuchet

Graphic

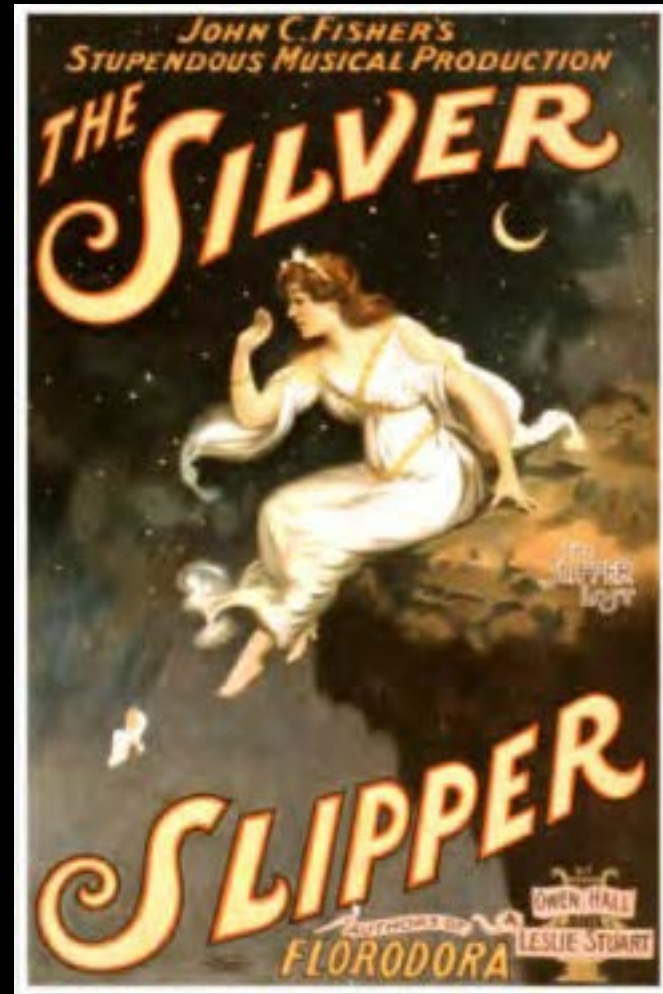
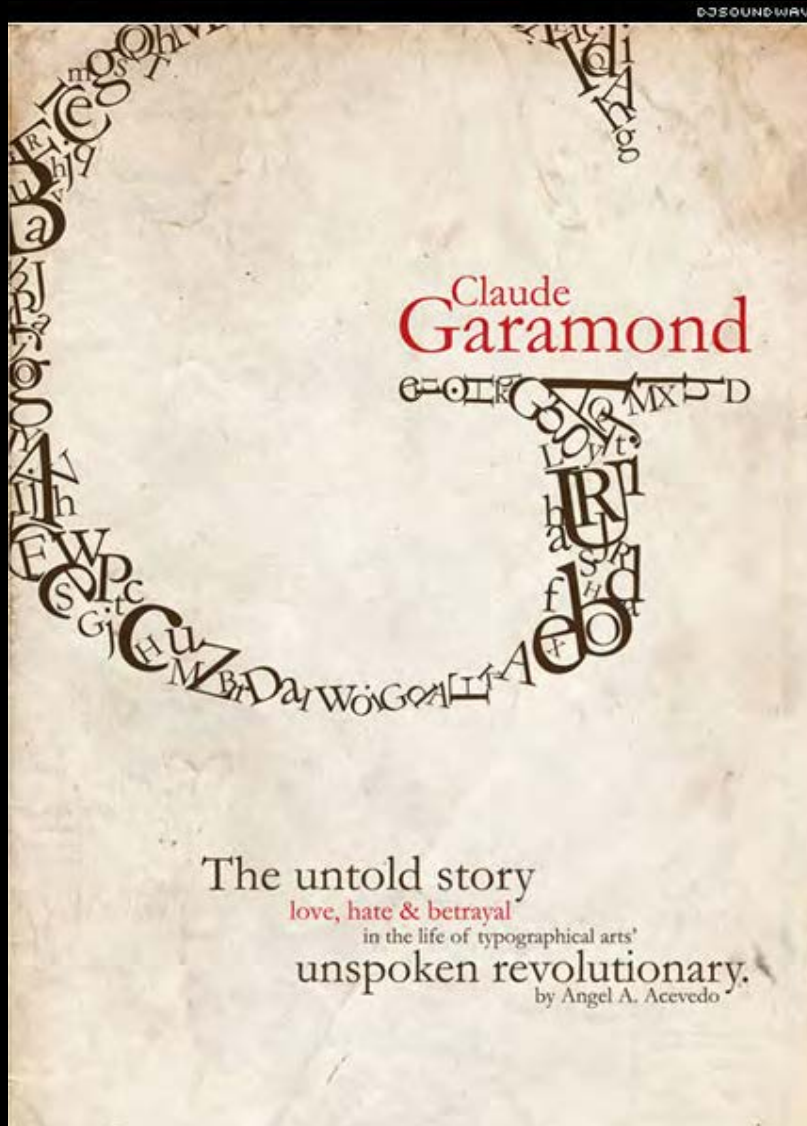
Comic

Brush Script

Impact

STENCIL

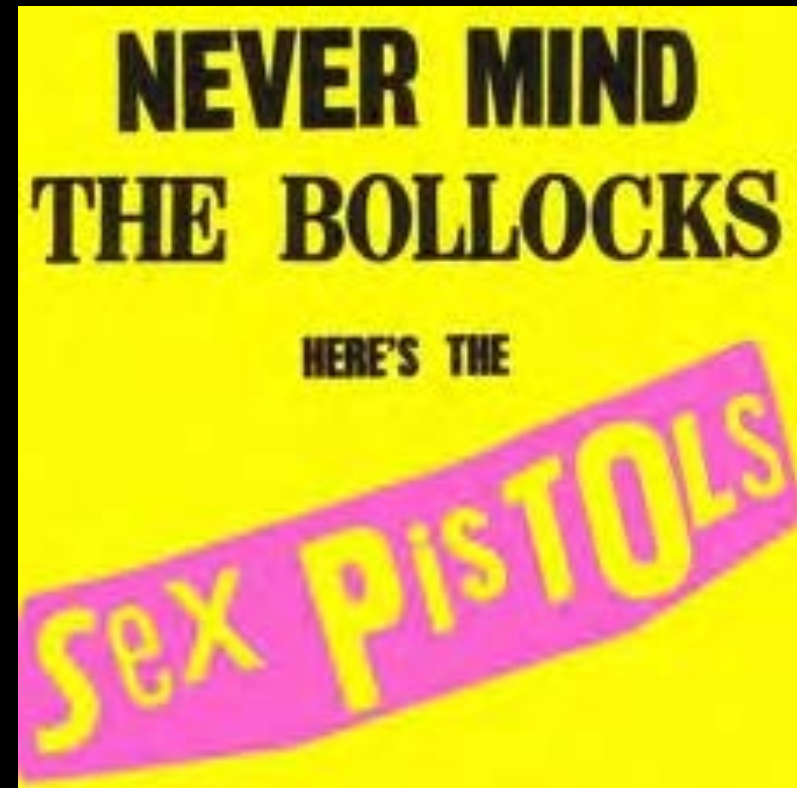
Type Hierarchy



Type Contrast



How does type speak?
How does it reference a period in time?

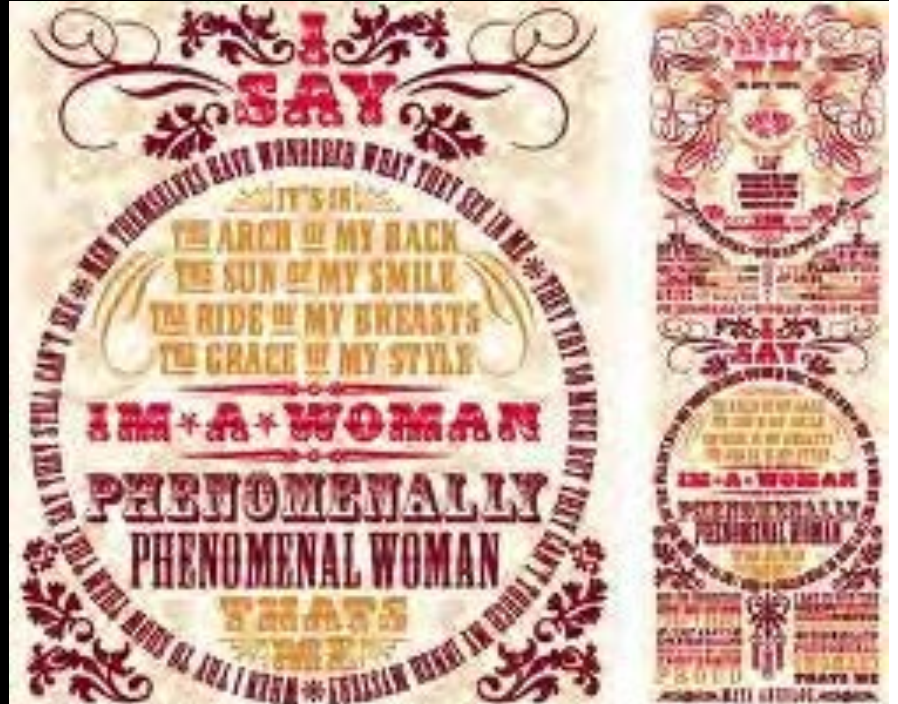


BRUCE MAU DESIGN

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Which is modern?
Why?

Which is 'old-fashioned'?
Why?



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BRING IN 'DA NOISE, BRING IN 'DA FUNK
BY LAFON LEWIS, BOLE, GIBBY, AND LORRAINE A. WOLFE
WRITTEN BY LAFON LEWIS, BOLE, GIBBY, AND LORRAINE A. WOLFE
DIRECTED BY LAFON LEWIS

AND OTHER WASP AND PLAYS
WRITTEN BY LAFON LEWIS, BOLE, GIBBY, AND LORRAINE A. WOLFE
DIRECTED BY LAFON LEWIS

2 WOMEN
BY BOB FOSTER & BARRY CORNE
WRITTEN BY BOB FOSTER & BARRY CORNE
DIRECTED BY BOB FOSTER

THE CHANGING KING LEAR
BY SHAKESPEARE
WRITTEN BY WILLIAM SHAKESPEARE
DIRECTED BY ADRIAN HILL

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