



Typography:

<https://designmodo.com/font-psychology/>

<https://ncert.nic.in/textbook/pdf/legd106.pdf>

Example:

- **Typography: Helvetica Bold at 24pt with 1.5 line spacing and centered alignment. (Broader Concept for overall font design and used it properly).**
- **Typeface: Helvetica (Main font style).**
- **Font Family: Helvetica Regular, Helvetica Bold, Helvetica Light, Helvetica Italic (Within a font style)**



The Basics:



Structure of a Font (Anatomy):



Features of Fonts:



The Formatting:



Font Selection:



The Basics:



Typography is the science of using different letter forms to communicate our message.

We use font extensively in our daily lives, in writing, newspapers, digital media, print ads, currency notes etc.

And in graphic design as well, so it is the work of the designer to choose font type very carefully which resonate with the content, messaging and easily understandable by the target audience.

Classification of Fonts:

In English, fonts are classified into 3-main groups:

1. **Serif**
2. **Sans-Serif**
3. **Script**

1. **Serif:**

Serif fonts are inspired by the old font which was written on the stone with the help of chisels. This font have curved end in letter like I and T etc.

This is commonly used in the newspaper, magazines, books

and more. Also at the places where larger volume of text is written in small size.



2. Sans-Serif:

Sans means without serif; means serif without the rounded edges like serif and it look as if it was written by marker pen. It is Modern font and widely use in logos, website, app, gaming and in other digital communication.

3. Scripts:

Scripts where inspire from the calligraphy and it give more personal look and widely use in the wedding invitations.

India

Serif font: Times Roman

India

Sans serif font: Helvetica

India

Script font: Brushscript



Structure of a Font (Anatomy):



The human body and other living beings have different types of body parts, such as hands, necks, tails, legs, mouths, and figures.

Same as humans, the font also has different types of part thought which we can understand them better.

These different parts of the font were changed to create different types of fonts in any font family.

1. Uppercase and Lowercase:

Capital letter are called "Uppercase" letters and lowercase means letters which are not in uppercase.

In the old age of printing, all the Uppercase letters where stored on upper section of wooden box and all the lowercase where stored on lower part of box.

The letter of metal where arrange manually by us for printing purpose; the same process is done now in word, excel or any other digital software typing.

ABC

Uppercase

abc

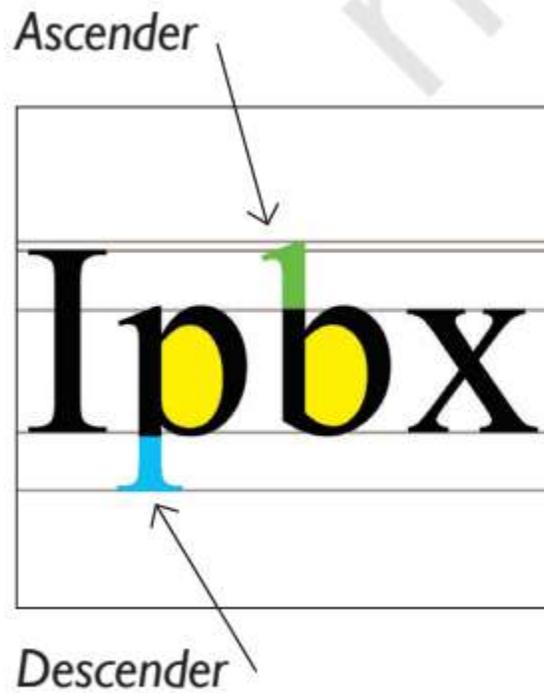
Lowercase



2. Ascender and Descender:

Ascender are the letters which goes above the X-height of an alphabets. (b, d, t, l).

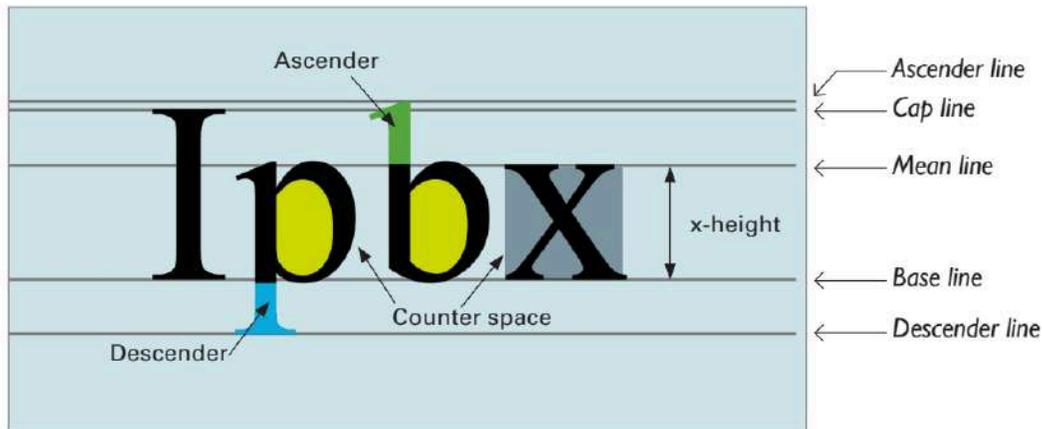
Descender are the letters which goes below the X-height of an alphabets. (g, j, p, q).



3. X-Height:

X-height means the lowercase "x" height. Also their can be different X-Height for different kind of font style.

If "X" is not presented in the font than we can take the height of other letter similar to x. But is not called as x-height because it is not exact as x.

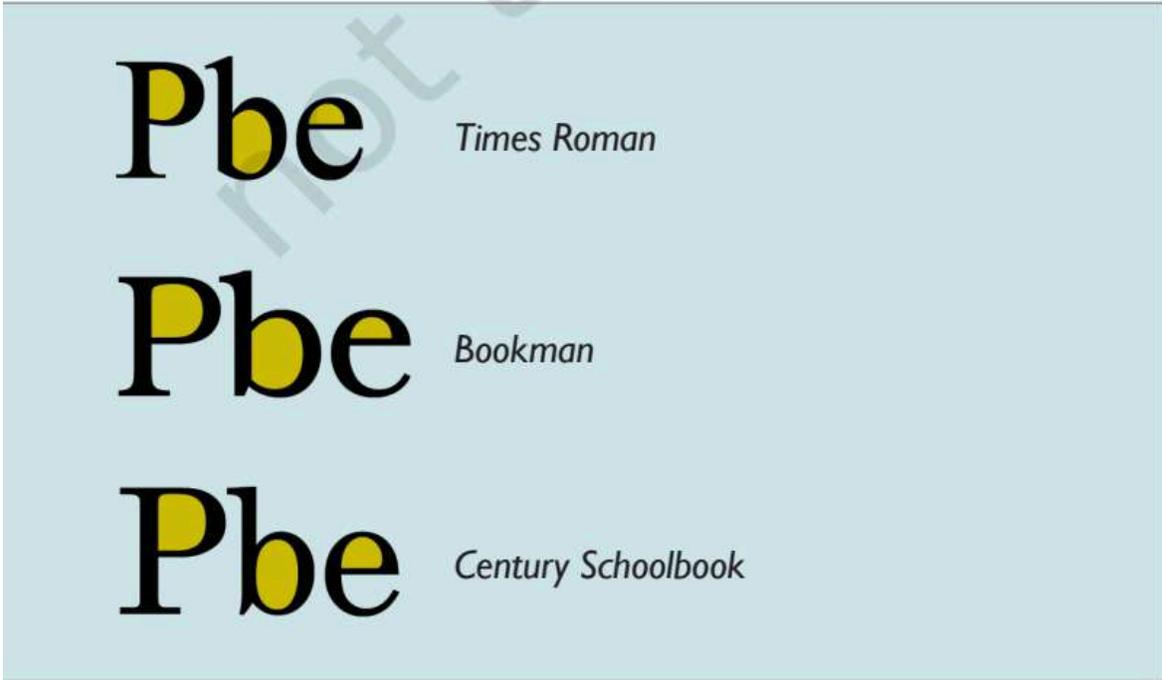


4. Counter Space:

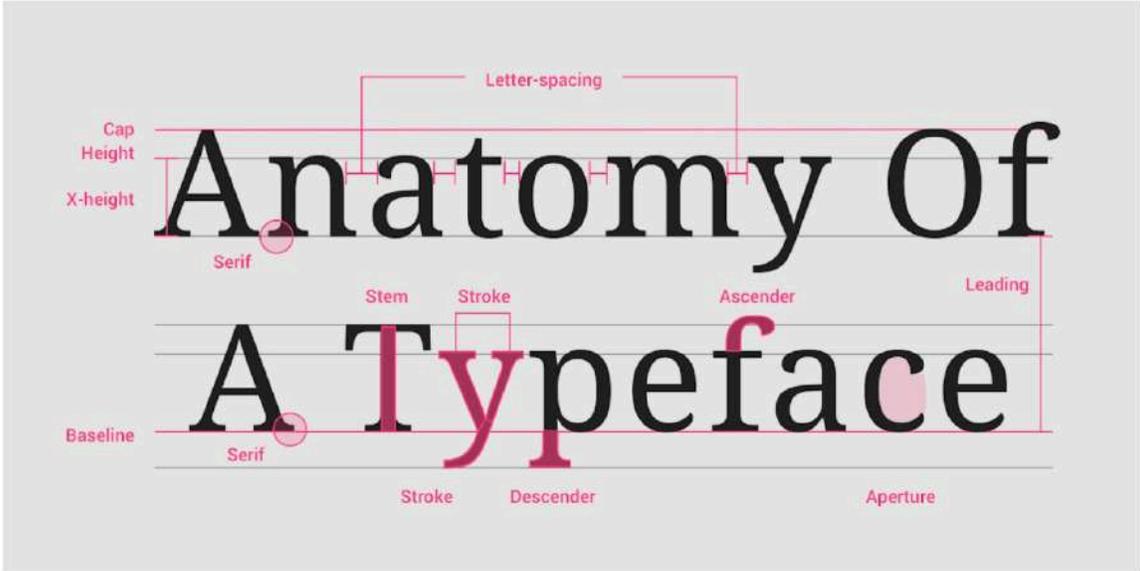
Counter space means the negative space inside the letters. (or we can say the empty space in the inside the letter). This can be creatively in the fonts while creating logos.



Remember: Positive and negative space design principles.



Other Important terms:



Date: 3/4/25/

Anatomy of Fonts:-

My name is Rohan.

① UpperCase & Lowercase:-

M & R Uppercase other lowercase

② Ascender & Descender:-

R Ascender y Descender

③ X-Height:-

is name height (similar letter to x)

④ Counter Space:-

c - space (Negative space)

o a e



Features of Fonts:



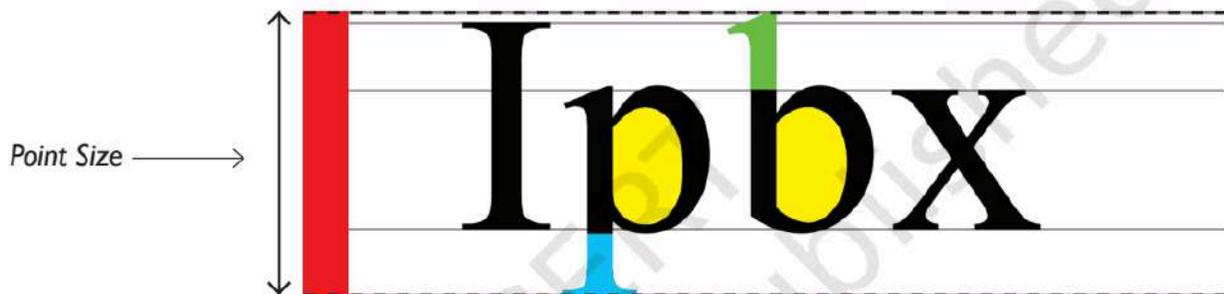
The Features of Fonts are the different aspect and elements of the fonts which increase the readability of the fonts and its overall impact.

1. Point Size:

The size of the fonts is refers to as the Point Size. It can be in point, pixels etc.

Point size is the

space measured from the bottom of the **descender** to the top of the **ascender**.

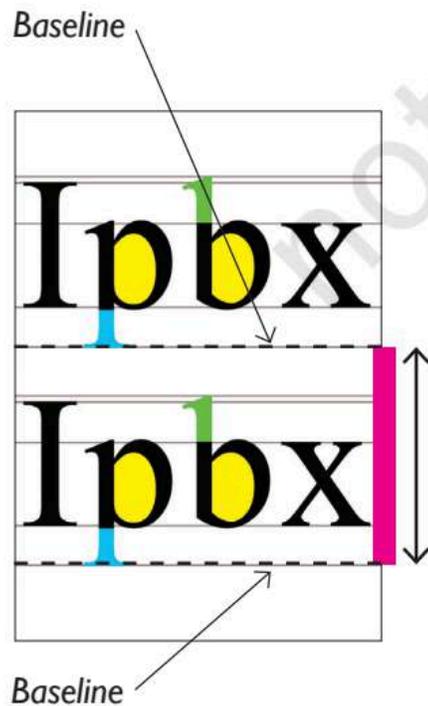


2. Leading:

Leading is the space between two successive baseline.

If we have more words in single line (let say more than 10

words), than we can use more leading between two lines to increase the readability of the words.



Text: 9pt on 9pt.

Leading is the space between lines of text. In digital typography, leading is the space between successive baselines. For text composition, leading is also specified in points. For example, if you need a space of two points between lines of text, you have to add that to the point size of the text and specify leading.

Text: 9pt on 10pt.

Leading is the space between lines of text. In digital typography, leading is the space between successive baselines. For text composition, leading is also specified in points. For example, if you need a space of two points between lines of text, you have to add that to the point size of the text and specify leading.

Text: 9pt on 12pt.

Leading is the space between lines of text. In digital typography, leading is the space between successive baselines. For text composition, leading is also specified in points. For example, if you need a space of two points between lines of text, you have to add that to the point size of the text and specify leading.

Text: 9pt on 14pt.

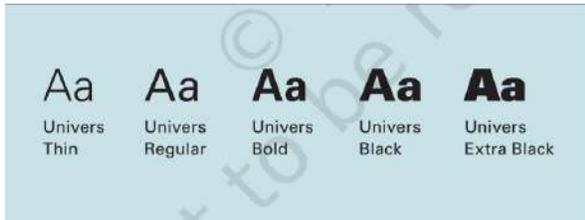
Leading is the space between lines of text. In digital typography, leading is the space between successive baselines. For text composition, leading is also specified in points. For example, if you need a space of two points between lines of text, you have to add that to the point size of the text and specify leading.

9pt is the text size, and 10pt means 1 point of leading space is between the two lines of text. Similarly, 3rd has 3pt leading, 4th has 5pt.

3. Weight:

The amount of boldness in a font is know as Weight. Same font family have different weight like bold, extra bold, regular, light etc.

Weight is used to emphasises or to **give more important** to certain words than other.

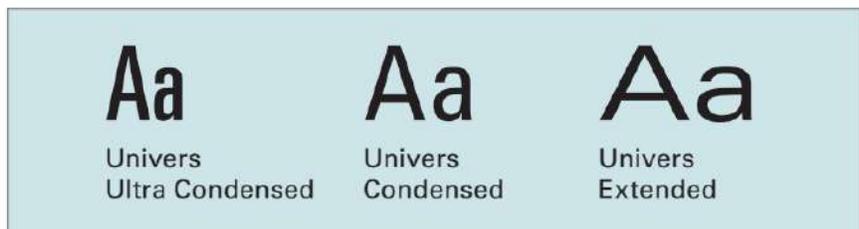


4. Width:

Width means the space of the letter.

When we have **more text** to fit in a small space, we **condensed** the fonts. And when we have **less text** but to fitted in more space than we can **expand** the width.

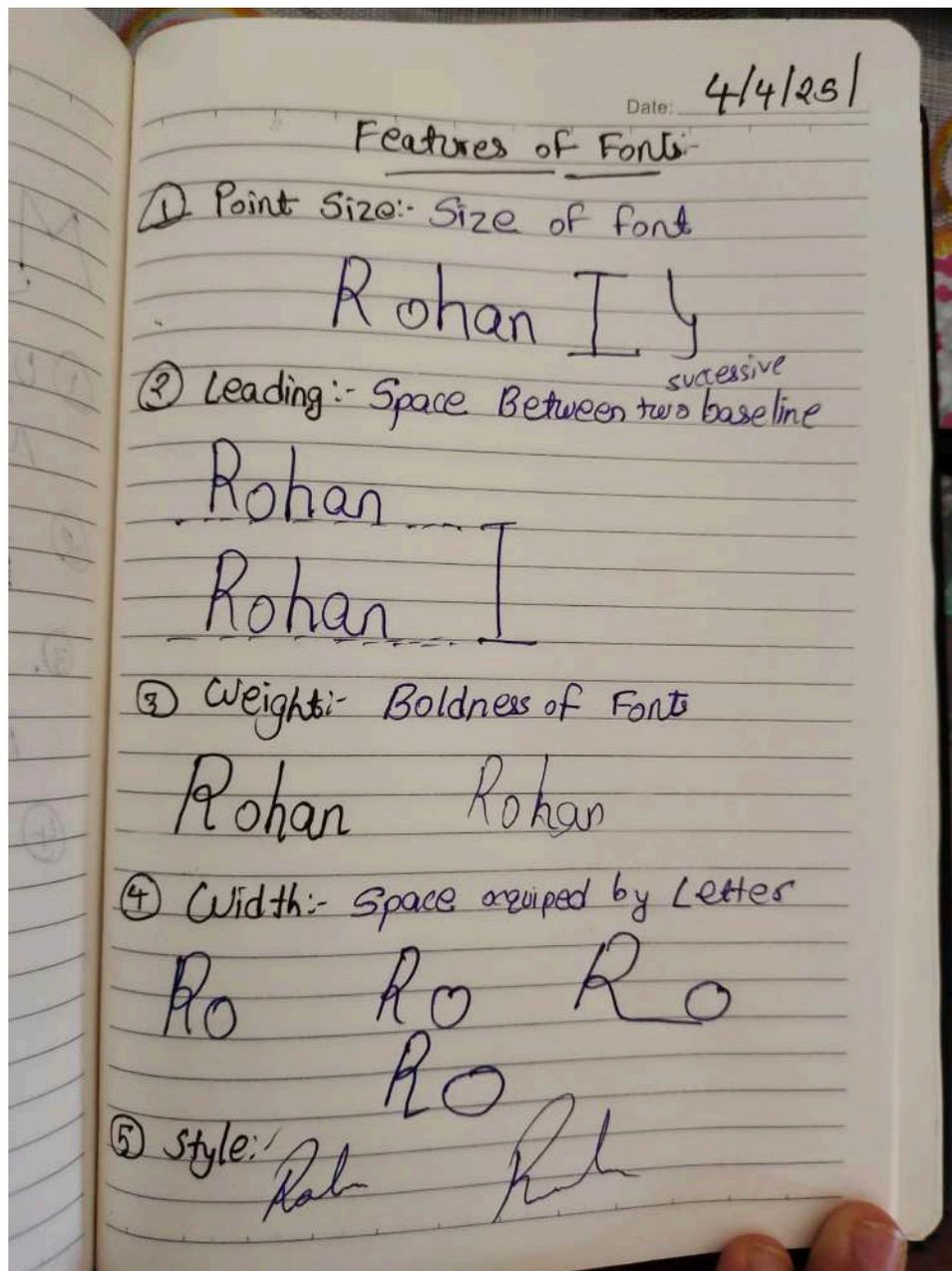
*Different width of
the same font family*

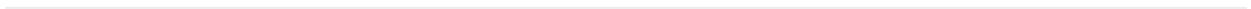


5. Style:

We can also use different styles like italic and outlines to give more expressions to text.

WIDE NARROW EMPTY *Slanting* **INCOMPLETE**







The Formatting:



Text formatting means to arrange our text material in such a way that it is easily readable by our audience.

No matter **what font style of font family we have selected** and well we have used the different features but **if our text is not properly formatted** than the audience **can't be able to understand it.**

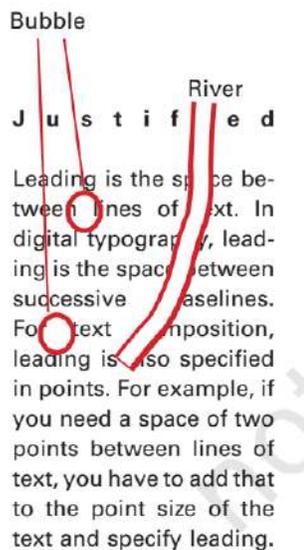
1. Text Alignment:

We can arrange text in the following manner:

1. **Left Alignment** - Towards Left Side
2. **Justified** - Line **starts and ends in the same space**, which creates what we call "**Text Box.**" This is used in textbooks and newspapers to fix more text in less space. **But it creates ugly white space which call bubbles and rivers.**
3. **Centralized** - Center
4. **Right Alignment** - Towards Right Side

Left aligned	Justified	Centralised	Right aligned
<p>Leading is the space between lines of text. In digital typography, leading is the space between successive baselines. For text composition, leading is also specified in points. For example, if you need a space of two points between lines of text, you have to add that to the point size of the text and specify leading.</p>	<p>Leading is the space between lines of text. In digital typography, leading is the space between successive baselines. For text composition, leading is also specified in points. For example, if you need a space of two points between lines of text, you have to add that to the point size of the text and specify leading.</p>	<p>Leading is the space between lines of text. In digital typography, leading is the space between successive baselines. For text composition, leading is also specified in points. For example, if you need a space of two points between lines of text, you have to add that to the point size of the text and specify leading.</p>	<p>Leading is the space between lines of text. In digital typography, leading is the space between successive baselines. For text composition, leading is also specified in points. For example, if you need a space of two points between lines of text, you have to add that to the point size of the text and specify leading.</p>

Bubbles mean white space between text, and a river means the white line between different paragraphs.



2. Hyphenation:

The hyphen (-) is a punctuation mark, which used to separate and joint two different words.

Text composed **without**
Hyphenation

The hyphen (–) is a punctuation mark used to join words and to separate syllables of a single word. Hyphens are mostly used to break single words into parts, or to join ordinarily separate words into single words.

Text composed **with**
Hyphenation

The hyphen (–) is a punctuation mark used to join words and to separate syllables of a single word. Hyphens are mostly used to break single words into parts, or to join ordinarily separate words into single words.

3. Window:

A small word at the end of the paragraph is known as Window. This distracts the reader.

4. Orphan:

The last word of a preceding paragraph at the top of the page is known as the Orphan. This is also distracting to the viewer.

Widow:
A small word or the last syllable of a hyphenated word, at the end of a paragraph is called a widow. This is considered to be typographically distracting to the reader.

Orphan:
A short isolated line at the top of a column or a page is called Orphan. It is usually the last line of a paragraph from the preceding column. Orphan confuses the reader because they are separated from the main paragraph. Due to the position, an orphan often causes typographical distraction.

Expressive Typography:

We can use different types of fonts style to convey a particular emotion.

Feminine

Casual

Expressive
use of fonts
in relation to
meaning.

We can also use the following parameters to add emotion to text:

1. Orientation

DeaΩ

2. Size

REDUCE

3. Position

JUM^P

4. Space

W I D E S C R E E N

Date: 4/9/23

Formatting Text

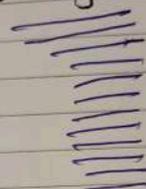
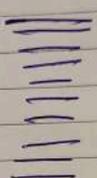
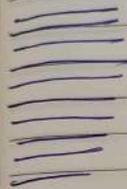
①

Left

Justified

Centralized

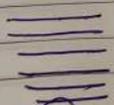
Right



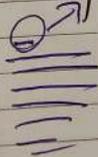
② Hyphenation (-)

right - mare. Text - Box.

③ Window & orphan:



Window





Font Selection:

1. Serif:



Subcategories: Old Style, Slab, Transitional, Modern, Glyphic.

It is an old font,

usually used in academic research, institutional work, and old physical media.

What we feel:

- **Traditional** – પરંપરાગત
- **Respectable** – માનનીય / માનવાંત
- **Reliable** – વિશ્વસનીય
- **Elegant** – સુંદર / લાવાણ્યમય
- **Sophisticated** – ઉત્તમ રીતે સંસ્કારી / વિસ્તૃત અને પ્રભાવી

2. San-Serif:



Subcategories: Square, Humanist, Grotesque, Geometric.

It is a new font used in new age media, web-apps, and used by the company who has straight forward agenda's because it look very neat and clean.

What we feel:

- **Clean-looking** – स्वच्छ દેખાવ / નિખાલસ દેખાવ
- **Clarity** – સ્પષ્ટતા
- **Modern** – આધુનિક
- **Efficient** – કાર્યક્ષમ
- **Straightforwardness** – સાદાઈ / સીધી વાત / ખરાપણ

3. Script:



Subcategories: Formal, Casual, Blackletter, Calligraphic.

This Script category

doesn't have a clear font style in nature, but it is used to show art, creativity, personal touch in the message.

What we fee:

- **Elegance** – લાવણ્ય
- **Creativity** – સર્જનાત્મકતા
- **Uniqueness** – અનોખાપણું / વિશિષ્ટતા
- **Personal** – વ્યક્તિગત
- **Emotional** – ભાવુક / ભાવનાત્મક

IMPORTANT	Slab SERIF
EVIDENT	
BOLD	
IMPACTFUL	
ATTENTION-GRABBING	
Sans SERIF	
SIMPLE	
SENSIBLE	
STRAIGHTFORWARD	
EASY TO READ	
NEUTRAL	
STABLE	Serif
RESPECTABLE	
TIMELESS	
FORMAL	
TRADITIONAL	
MODERN SERIF	
HIGH FASHION	
GLAMOR	
EXQUISITE	
CLEAN	
LUXURIOUS	