

Introduction to Typography

What is the difference between readable and legible?

How can you make type more readable?

How can you make type more legible?

What is a concordant relationship?

What is a conflicting relationship?

What is a contrasting relationship?

Categories of Type

Category 1 – Oldstyle

- What are the characteristics of the oldstyle category?

- Oldstyle type (font) is good for ...?

Category 2 – Modern

- What are the characteristics of the modern category?

- Modern type (font) is good for . . . ?

Category 3 – Slab serif

- What are the characteristics of the slab serif category?

- Slab serif type (font) is good for . . . ?

Category 4 – Sans serif

- What are the characteristics of the sans serif category?

- Sans serif type (font) is good for . . . ?

Category 5 – Script

- What are the characteristics of the script category?

- Script type (font) is good for . . . ?

Category 6 – Decorative

- What are the characteristics of the decorative category?

- Decorative type (font) is good for ...?

Type Contrasts

Contrast 1 – Size

- What is the contrast of size?

Contrast 2 – Weight

- What is the contrast of weight?

Contrast 3 – Structure

- What is the contrast of structure?

Contrast 4 – Form

- What is the contrast of form?

Contrast 5 – Direction

- What is the contrast of direction?

Contrast 6 – Color

- What is the contrast of color?