

Year 10 Graphic Communication Spring Term Art Knowledge Bank

AO3 Drawing Techniques

Typography

A **graphic designer** takes the time to consider the relationship between the look of the **text** and what the text says. Different moods, atmospheres, and even **trends** can be expressed simply through the type choice. Typography is the art of arranging letters and text in a way that makes the copy legible, clear, and visually appealing to the reader. It involves **font** style, appearance, and structure, which aims to elicit certain emotions and convey specific messages.

Typography can be dated back to the 11th century. The first example of typography can be seen in the Gutenberg Bible.

Why is Typography Important?

Typography builds **brand** recognition. Unique, consistent typography will help you establish a strong following, build trust, and help to carry your brand forward. Typography has a profound effect on the way that users digest and perceive the information conveyed by the text. Typography holds the attention of the readers. Good typography could be the difference between someone staying on your website/buying your product. It's important that your text is visually stimulating and memorable, and typography plays a huge role in this process.

Fonts and Typefaces

What is the difference between **Fonts** and **Typefaces**? A typeface is a family of related fonts, while fonts refer to the weights, widths, and styles that constitute a typeface.

There are three basic kinds of typeface: **serif**, **sans-serif**, and **decorative**.



Serif typefaces are identified by the extra marks at the end of letters. The addition of these small strokes and elements give serif fonts an air of tradition, history, authority, and integrity. It's no surprise, then, that you'll see this "classic" style used for newspaper titles,

for example, or for the font used in books. For example, **Times New Roman** and **Calibri**.

Sans-serif typefaces are defined by what they lack. Without serif's more traditional strokes and dashes, the sans-serif font family is seen as much more modern and bold. As a result, it's clear to read and when used in headlines, grabs your attention more than serifs. For example **Helvetica** and **Arial**.

Decorative typeface function is **aesthetic** more than readable. As a result, you're far more likely to see these used in brand names, **logos**, and short titles. Decorative typefaces are excellent to show off even more personality, feeling, and uniqueness with their font choice.

Contrast

Spending some time on **contrast** makes your text interesting, meaningful, and attention-grabbing. Most designers create contrast by playing around with varying typefaces, colours, styles, and sizes to create impact and break up the page.

Possible Art Careers:

Typographer
Graphic Designer
Illustrator
Website Designer
Animator

Typeface

Entire family of fonts (of different weights)

Helvetica

Font

Member of a typeface

Helvetica Regular
Helvetica Oblique
Helvetica Light
Helvetica Light Oblique
Helvetica Bold
Helvetica Bold Oblique

Contrast in Type

Helps to convey which ideas or message you want to emphasize to your readers

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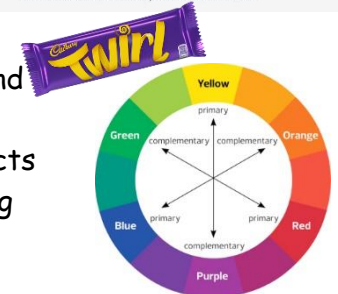
White Space

Often referred to as “**negative space**,” white space is the space around text or **graphics**. It’s often overlooked and tends to go unnoticed by the user, but proper use of **white space** ensures the **interface** is uncluttered and the text is readable. White space can even draw attention to the text and provides an overall aesthetically pleasing experience. White space often takes the form of **margins, padding**, or just areas with no text or graphics.



Colour

Colour is one of the most exciting elements of typography. This is where designers can really get creative and elevate the interface to a new level. Colour has three key components: **value, hue, and saturation**. A good designer will know how to balance these three components to make the text both eye-catching and clearly legible, even for those with visual impairments. Many brand products use **complementary colours** to do this, like Twirl. Often, designers will test this by viewing the text in **greyscale** and making tweaks if the text is too dark or too light against the background colour.



Hierarchy

Establishing **hierarchy** is one of the most vital principles of typography. **Typographical hierarchy** aims to create a clear distinction between prominent pieces of copy that should be noticed and read first, and standard text copy. In an age of short attention spans brought about by social media, designers are urged to be concise and create typefaces that allow users to consume the necessary information in short amounts of time. Hierarchy can be created using **sizing, colour, contrast, and alignment**. The most typical example of typographical hierarchy is size: **headings** should always be larger than **subheadings** and standard text.



Which example is easier to read?

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Key Typeface Vocabulary

Serif	Sans-Serif	Decorative
Textura	Arial	SPACE
Black letter	Futura	THE CROW
Times New Roman	Helvetica	TIME GATES TYPEFACE
Bodoni	Bauhaus	CIRCUS FREAK

Useful websites to research further knowledge

<https://blog.hubspot.com/website/website-typography>