hello

welcome back

the year
of the
snake

Points refers to the size of the type.
Leading is the space between lines of type.

For a typographer, what does this mean?
11/14 Akkurat

A few more type terms....

Horizontal Measure

A letter has a horizontal measure, called its *set width.*
The horizontal measure is based on the width of an uppercase M within a typeface.

The square of this width is referred to as <u>em</u>

M Moped

M Moped

Kerning   Kerning

Kerning is the process of adding or subtracting space between specific pairs of characters.

If letters in a typeface are spaced too evenly, they make a pattern that doesn't look uniform enough.

Gaps occur around letters whose forms angle outward or frame an open space: W, Y, V, T, L

Kern type in increments of 1/1000 of an em

Why That Vet

Types of Kerning

In most digital typefaces used today, the space between letters is controlled by <u>kerning pairs</u>.

<u>Metrics kerning</u> uses kern pairs built into a typeface:

LA, P., To, Tr, Ta, Tu, Te, Ty, Wa, WA, We, Wo, Ya, Yo

<u>Optical kerning</u> adjusts spacing between adjacent characters based on their shapes:
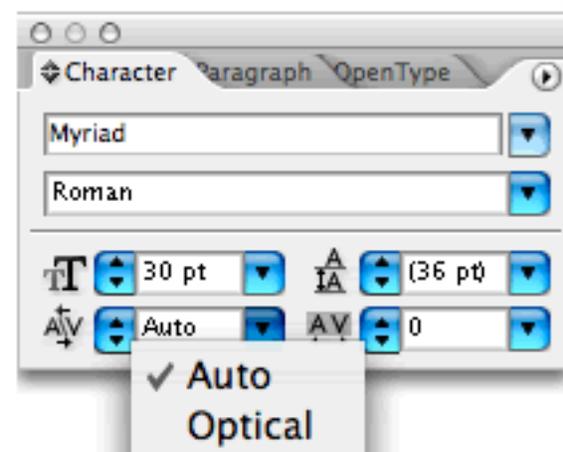
Wednesday (no kerning)   *Wednesday* (+100)

In Adobe applications such as Illustrator, Photoshop and InDesign you can automatically kern type using metrics kerning or optical kerning.
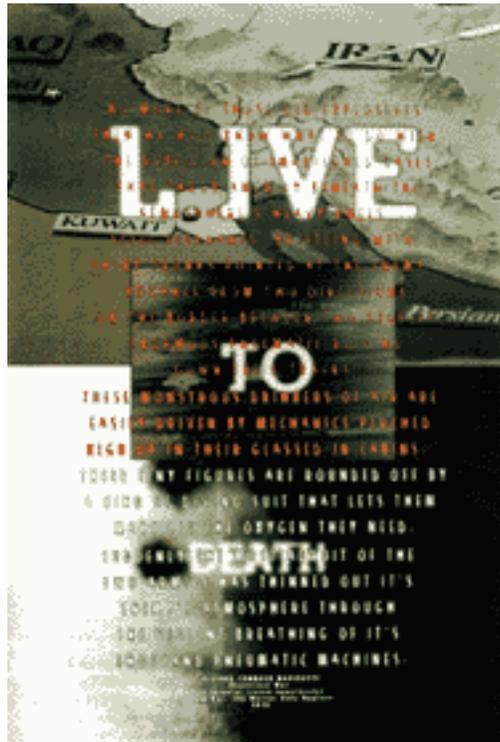
InDesign kerning (in character palette)
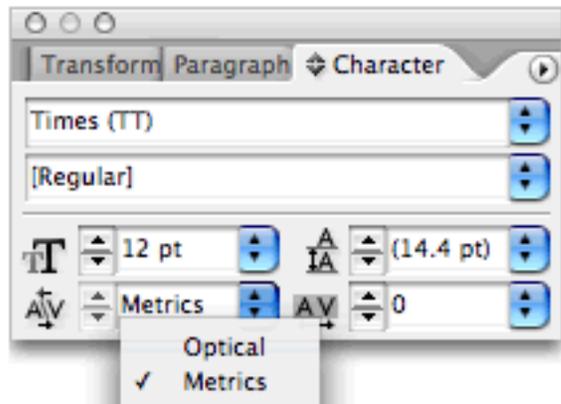
Illustrator kerning (in character palette)

Manual Kerning

Because the space between characters expands as the type size increases, designers must often fine-tune letterspacing when working with large letters.

rub

rub

Takes two

SCALA, WITH KERNING SUPPRESSED

Spacing is uneven, with gaps around the T and a and the w and o

Takes two

SCALA, WITH KERNING

Spacing is more even

---

nearly touch

SCALA ITALIC, WITH KERNING SUPPRESSED

Spacing is uneven, with gaps between the l and y

nearly touch

SCALA ITALIC, WITH KERNING

Spacing is more even, italics often requires kerning (typically built into kerning pairs, make sure you check spacing at large sizes)

LOVE LETTERS

SCALA ALL CAPS, WITH KERNING SUPPRESSED

VE and TT combinations make the whole word look mismatched.

LOVE LETTERS

SCALA, WITH KERNING

Kerning has been adjusted for a more even appearance

Tracking

Tracking is the process of loosening or tightening entire words, lines or a blocks of text.

Tracking is also measured in 1/1000 of an em

In a 7-point font, 1 em = 7 points
In a 12-point font, 1 em = 12 points

Kerning and tracking are strictly proportional to the current type size.

Tracking

It is common practice to track/letterspace capitals and small capitals. They appear more regal when standing apart.

LOVE LETTERS

SCALA ALL CAPS, WITH NO TRACKING

Letters can be hard to distinguish

LOVE LETTERS

SCALA, WITH +75 TRACKING

You might still need to kern pairs of letters to make the spacing look even.

lowercase

SCALA, WITH NO TRACKING

Lowercase letters are designed to sit closely to one another, occasionally they will need some tracking

l o w e r c a s e

SCALA, WITH +400 TRACKING

Open tracking like this is rarely desirable since the word falls apart

Tracking

Negative tracking is rarely desirable. Use it sparingly, to adjust one or more lines of justified type. Don't use negative tracking to save space.

negative tracking is not effective

SCALA, WITH -50 TRACKING

Letters are too close, readability is compromised.

```
Courier:
negative tracking (-50)
negative tracking (0)
```

Tracking

By *slightly* expanding the tracking across a body of text, you can create a more airy field. It's best to start with no tracking, and work from there.

No Tracking

This course introduces students to the fundamentals of typography through a series of lectures and applied problems. Students in this class will become proficient with typography's enduring basics: structure, layout, and information hierarchy as well as terms and typeface selection. Projects are designed to develop an understanding of, and sensibility toward, typographic details in order to create successful typographic messages. The course will first focus on individual letterforms, then proceed to words, sentences, and short paragraphs with multiple levels of hierarchical meaning.
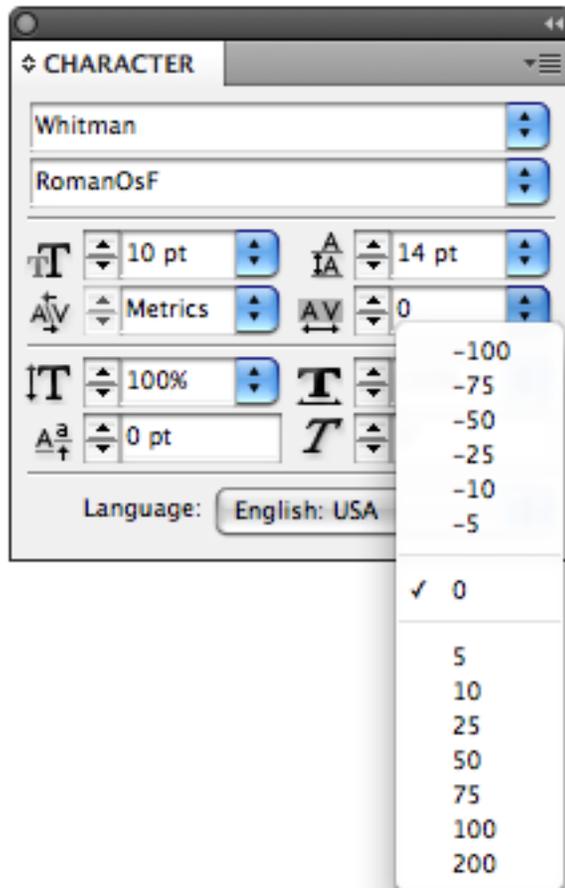
+15 Tracking

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-50 Tracking

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You can adjust tracking in Adobe programs.
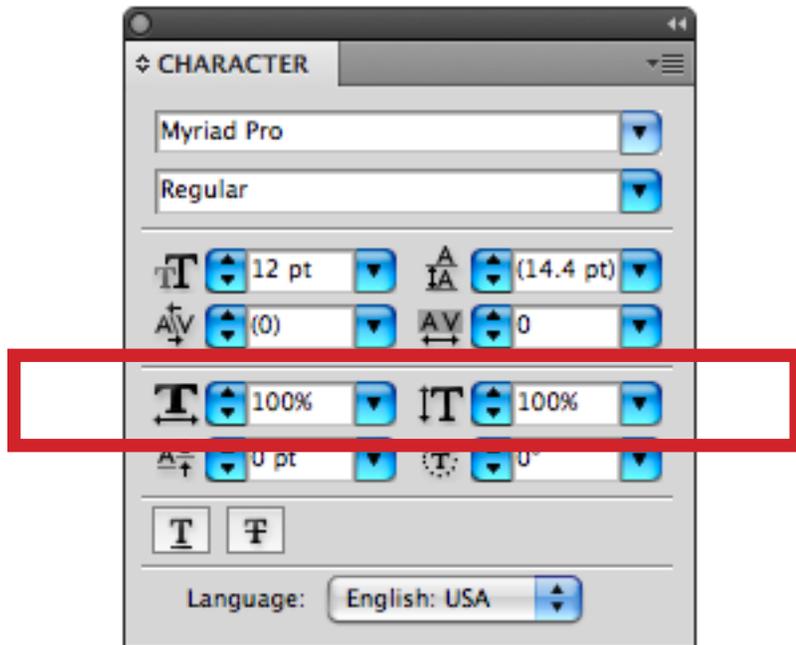
InDesign tracking (in character palette)

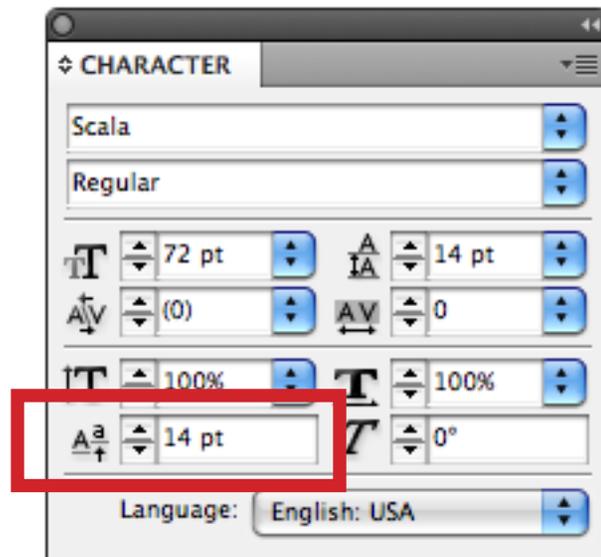**Illustrator tracking (in character palette)**
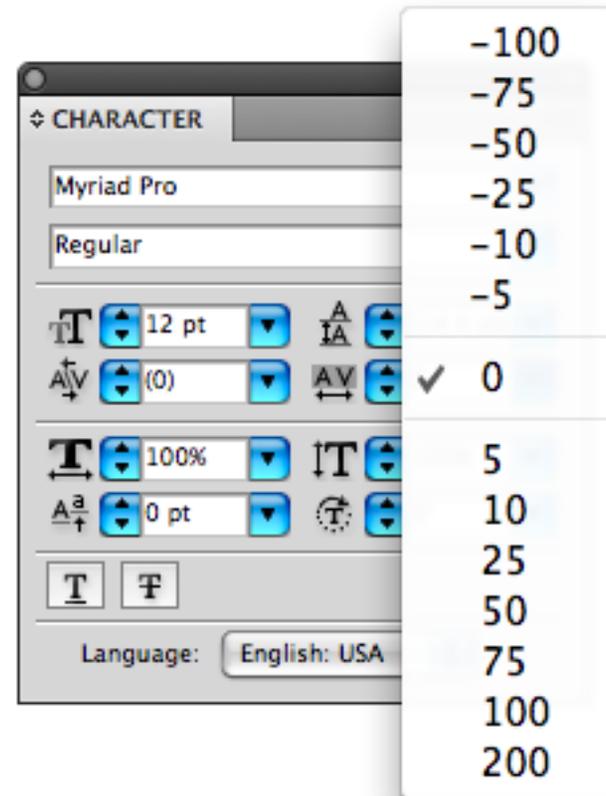
No No....

Do not scale your type horizontally or vertically.

yuck

yuck

Baseline Shift

Use Baseline Shift to raise or lower individual letters (or words as needed). Work in points when using Baseline Shift.

bounce

Recap:

Kerning adjusts the space between specific pairs of letters

Tracking adjusts the space over an entire word, line or several paragraphs
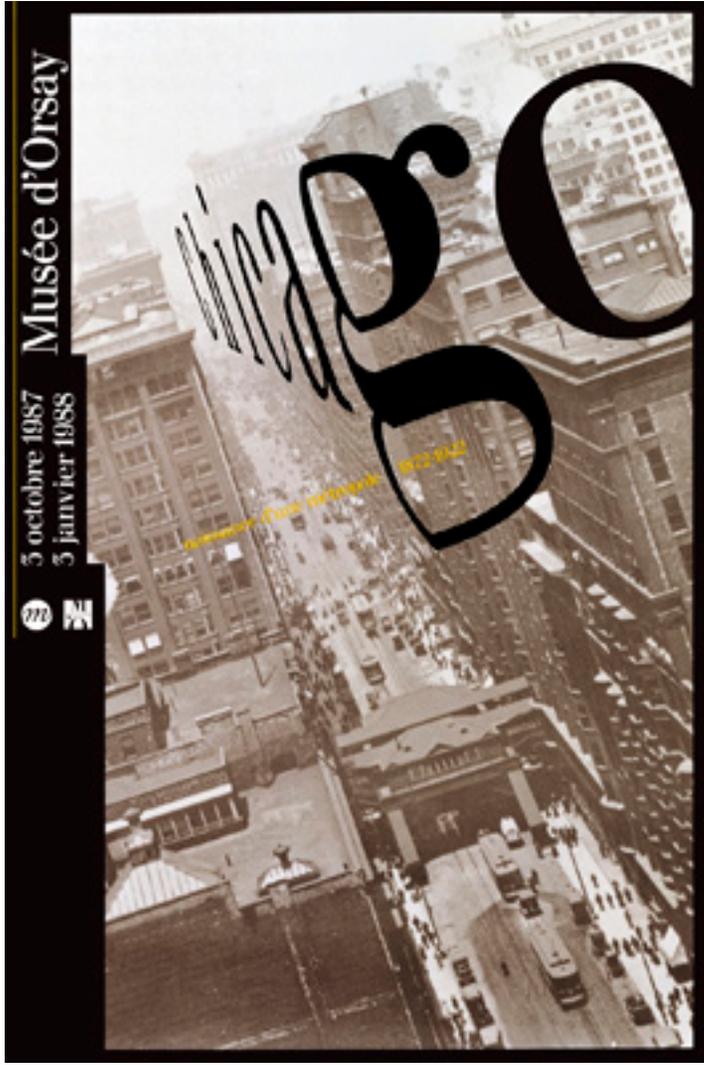
Try to adjust both of these while working on your next project.

Project Two

You can express the meaning of a word or idea through the spacing, sizing and placement of letters on the page.

Designers often work this way when creating logotypes, posters or editorial headlines.

Left poster (vertical letters arranged in diamond grid):

E
R S
V N Y
U A P E
L O X A D E N
L I L I I O 9
D E M I S 9
D A R I 8
R A 9
S 9
I

SAISON Louvre 1998-99

Right poster:

THE
PUBLIC
THEATER

95 96 SEASON

BRING IN 'DA NOISE,
BRING IN 'DA FUNK

BY SAVION GLOVER,
REG.E. GAINES
AND GEORGE C. WOLFE

WASP AND OTHER PLAYS
WRITTEN BY STEVE MARTIN
DIRECTED BY BARRY EDELSTEIN

2 WOMEN IN REP
ANDREA MARTIN & MARGA GOMEZ

THE CHANG FRAGMENTS
BY HAN ONG DIRECTED BY MARCUS STERN

KING LEAR
WRITTEN BY WILLIAM SHAKESPEARE
DIRECTED BY ADRIAN HALL

DANCING ON HER KNEES
WRITTEN BY NILO CRUZ
DIRECTED BY GRACIELA DANIELE

VENUS
WRITTEN BY SUZAN-LORI PARKS
DIRECTED BY RICHARD FOREMAN

THE SKRIKER
WRITTEN BY CARYL CHURCHILL DIRECTED BY MARK WING-DAVEY

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