

Variation in Type

Typography 1

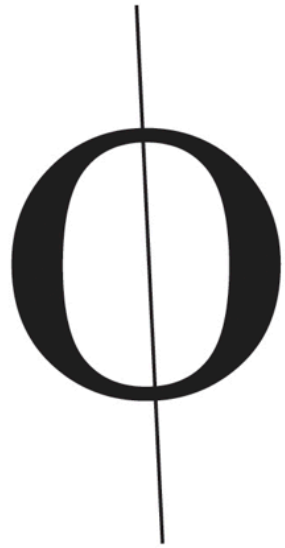
Stress/Axis

- Involves the distribution of visual weight in the letterform
- Refers to the thick-thin tendency of the strokes of a font, indicating its typographic legacy
- The thick-thin transition believed to have originated from the brush strokes of calligraphers

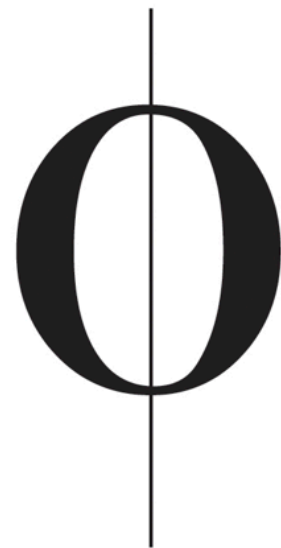
Variations in Stress



GARAMOND



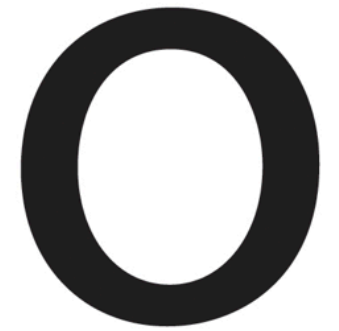
BASKERVILLE



BODONI



CENTURY



HELVETICA

Serifs

- Involves the visual weight of the serif and the way it is *bracketed* (or *unbracketed*)
- *Bracketed oblique serifs*: transitional typefaces have these, wherein the bracket is determined by a mathematical formula.

Garamond  Old-Style

 Baskerville  Transitional

Didot  Modern

 Rockwell  Slab

Contrast

- The thicks and thins of a stroke create contrast in a letterform. This contrast can be very noticeable, or minimal. It all depends upon the objectives of the typeface designer.

Variations in thicks and thins of the strokes.

The lowercase letter 'e' in the Garamond font is characterized by a thick, curved top stroke and a thin horizontal middle bar. The bottom curve is also thick and elegant.

GARAMOND

The lowercase letter 'e' in the Baskerville font features a very thin horizontal middle bar and a thick, curved top stroke. The bottom curve is also thick and elegant.


BASKERVILLE

The lowercase letter 'e' in the Bodoni font has a very thin horizontal middle bar and a thick, curved top stroke. The bottom curve is also thick and elegant.

BODONI

The lowercase letter 'e' in the Century font has a very thin horizontal middle bar and a thick, curved top stroke. The bottom curve is also thick and elegant.

CENTURY

The lowercase letter 'e' in the Helvetica font has a very thin horizontal middle bar and a thick, curved top stroke. The bottom curve is also thick and elegant.

HELVETICA

Type Styles

- With the introduction of different styles, type can have varying degrees of prominence and variation.
- A *type style* is a physical alteration of the original letterform

RTF Dokument Light

RTF Dokument Regular

RTF Dokument Medium

RTF Dokument Demi

RTF Dokument Bold

Weight

- Varying the thickness, or weight, is a common way to create visual differentiation within a type family
- A bold version of a letter is specifically drawn to increase its volume without destroying the essence of the letter.

Real Futura Bold
Fake Futura Bold

Angle/Posture

- Changing the angle of the letterforms is another way to create emphasis and variation.
- This angling is called *italic* or *oblique*
- Italic versions are also redrawn so the architecture of the letter remains consistent with the essence of the overall look
- Skewing the letters can destroy the subtleties of the letterform

Garamond Roman
Garamond Italic

Gill Sans Roman
Gill Sans Italic

Trade Gothic Roman
Trade Gothic Oblique

Width

- Condensing a letter makes it narrower, taking up less space and creating a different rhythm within the text.
- Extending a letter makes the letter wider, taking up more space along a line
- Both condensed and extended letters can have varying weights applied
- Do not horizontally or vertically scale letters, it wrecks them. Use the appropriate font instead.

Real News Gothic Cond.

Fake News Gothic Cond.

Real Zurich Ext.

Fake Zurich Ext

Families

Helv Neue 27	<i>Helv Neue 27</i>	Helv Neue 37	<i>Helv Neue 37</i>	Helv Neue 47	<i>Helv Neue 47</i>
Helv Neue 57	<i>Helv Neue 57</i>	Helv Neue 67	<i>Helv Neue 67</i>	Helv Neue 77	<i>Helv Neue 77</i>
Helv Neue 87	<i>Helv Neue 87</i>	Helv Neue 97	<i>Helv Neue 97</i>	Helv Neue 107	<i>Helv Neue 107</i>
Helv Neue 25	<i>Helv Neue 26</i>	Helv Neue 35	<i>Helv Neue 36</i>	Helv Neue 45	<i>Helv Neue 46</i>
Helv Neue 55	<i>Helv Neue 56</i>	Helv Neue 65	<i>Helv Neue 66</i>	Helv Neue 75	<i>Helv Neue 76</i>
Helv Neue 85	<i>Helv Neue 86</i>	Helv Neue 95	<i>Helv Neue 95</i>	Helv Neue 23	<i>Helv Neue 23</i>
Helv Neue 33	<i>Helv Neue 33</i>	Helv Neue 43	<i>Helv Neue 43</i>	Helv Neue 53	<i>Helv Neue 53</i>
Helv Neue 63	<i>Helv Neue 63</i>	Helv Neue 73	<i>Helv Neue 73</i>	Helv Neue 83	<i>Helv Neue 83</i>
Helv Neue 93	<i>Helv Neue 93</i>				

Roman

- The basic letterform style, so called because the uppercase forms are derived from inscriptions on Roman monuments.

Italic

- Named for fifteenth-century Italian handwriting on which the forms were based.

Boldface

- Characterized by a thicker stroke than the roman form.

Light

- A lighter stroke than the roman form.

Condensed

- A condensed version of the roman form.

Extended

- An extended version of the roman form.

Remember

An **Apple** a day

keeps **Vista** at bay

Medical fact^{*} was used in the production of this poster

* This poster relies solely on proven scientific and medical fact to convey a public health message.

Consuming **Vista** daily, opposed to an **Apple**, leads to malnourishment and overall bad health.

Apples are a wise choice for a healthier life

Educational poster designed by
Graham Smith | ImJustCreative.com

 **helvetica**