MY BOOK

CLARISSA BLANCHETTE

Type Anatomy

San Serif

Capline   Ascender

Chip Kidd

Meanline

X-height

Baseline

Descender   Counter

Serif

Capline   Ascender

Chip Kidd

Meanline

X-height

Baseline

Serif

Descender   Counter

Chip Kidd
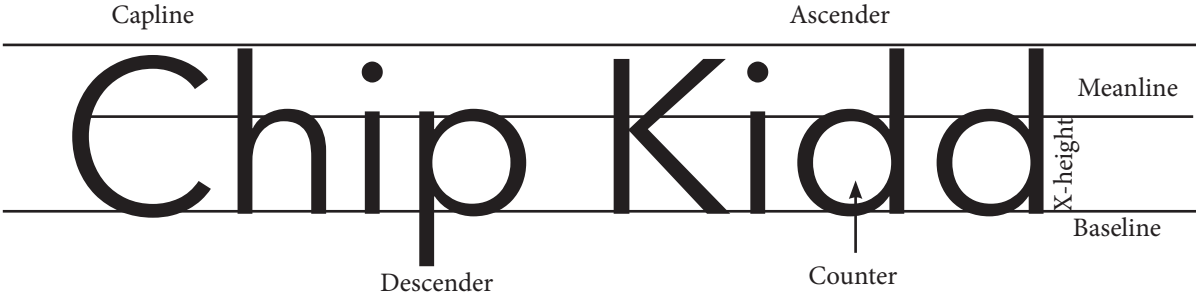
Basic Alignments

Flush Left

ABCDEFGHI
JKLMNOPQRST
UVWXYZ

24/14

Flush Right

ABCDEFGHI
JKLMNOPQRST
UVWXYZ

24/24

Centered

ABCDEFGHI
JKLMNOPQRST
UVWXYZ

24/30

Justified

A B C D E F G H I
J K L M N O P Q R S T
U V W X Y Z

24/36

Mixing sizes,
Weights,
Leadings,
Shades,
Alignments

ABCDEFGHI
JKLMNOPQRST
UVwXYz

ABCDEFGHI
JKLMNOPQRST
UVwXYz

Font Styles

Old Style: *Bembo, Adobe Caslon, Jenson, Palatino, Garamond 15-17th Century*

ABCDEFGH*ijklmnopqrst*uvwxyz

Transitional: *Baskerville, Century, Times Roman Mid18th Century*

A**BC**DEFGH*ijklmnopqrst*uvwxyz

Modern Serif: *Didot, Bodoni, Bell, Caladonia 18th Century*

A**BC**DEFGH*ijklmnopqrst*uvwxyz

Egyptian Slab Serif: *Rockwell, Serifa, Memphis, Clarendon 19th Century*

ABCDEFGHijklmnopqrst*uvwxyz*

San Serif: *Helvetica, Gill Sans, Futura, Optima, Univers 19-20th Century*

A**BC**DEFGH*ijklmnopqrst*uvwxyz

Contrast

BB   CD   FG

Low   High   None

Paragraph Styles

"It's not *Art.* And Art is not *Design.*"

Chip Kidd

Chip Kidd is a contemporary American graphic designer, author and editor. He is best recognized as graphic designer for book covers. Being a huge admirer of comic books he not only wrote some of those for DC Comics but also designed their covers. Born on 12 September 1964, in Pennsylvania, Chip Kidd grew up to be an associate art director at the New York publishing house, Knopf. Some of the publishing houses he freelanced for included Farrar Straus & Giroux, Amazon, HarperCollins, Scribner and Penguin/Putnam. At Pantheon Book he designed the graphic novels.

F/L

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F/R

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Justified

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Centered

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Forced Justified

Several Ways to Use Type and Set a Paragraph in and Around Shapes

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Kerning and Tracking

Kerning - the Space Between Letters

My favorite designer

My favorite designer

Tracking - the Space Between Words

+50

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+100

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+200

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-50

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Type Families
and Grid Styles

Half Vertical

12345**6789**

Adobe Caslon Pro
Old Style

ABCDEF

NOPQRSTUVWXYZ

1234567890

*ABCD*EFG
HIJKLM

ABCDEFGHIJ

234567890

2

AB-
CDEFGHIJKLM-
NOPQRSTUVWXYZAB-
CDEFGHIJKLMNOPQRSTU-
VWXYZABCDEFGHIJKLM-
NOPQRSTUVWXYZOPQRSTUVWXYZ-
ABCDEFGHIJKLMNOPQRSTOPQRSTU-
VWXYZABCDEFGHIJKLMNOPQR-
STOPQRSTUVWXYZABCDEFGHIJKLM-
NOPQRSTOPQRSTUVWXYZABCDEFGHI-
JKLMNOPQRSTOPQRSTUVWXYZABCDEF-
GHIJKLMNOPQRSTOPQRSTUVWXYZ-
ABCDEFGHIJKLMNOPQRSTOPQRSTU-
VWXYZABCDEFGHIJKLMNOPQR-
STOPQRSTUVWXYZABCDEFGHI-
JKLMNOPQRSTOPQRSTU-
VWXYZABCDEFGHIJKLM-
NOPQRSTUVWYXZ

DIDOT

MODERN SERIF

ABCDEFGHIJK

LMNOPQRSTUVWXYZ

1234567890

123456

Diagonal Grid

Futura

SAN SERIF

abcdefgh

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefgh
ijklmnopq
rstuvwxyz

OPQRSTUVWXYZ

RSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1 2 3 4 5 6 7 8

Random Grid

J

TRANSITIONAL

BASKERVILLE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

MNOPQRSTUVWXYZ

12345

1 2 3 4 5 6 7 8 9

XYZ

Radial Grid

CLARENDON

0 1 2 3 4 5 6 7

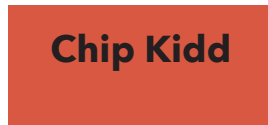A B C D E F G
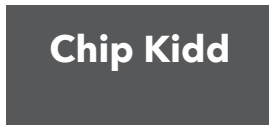
SLAB SERIE

L M N O P Q R S T
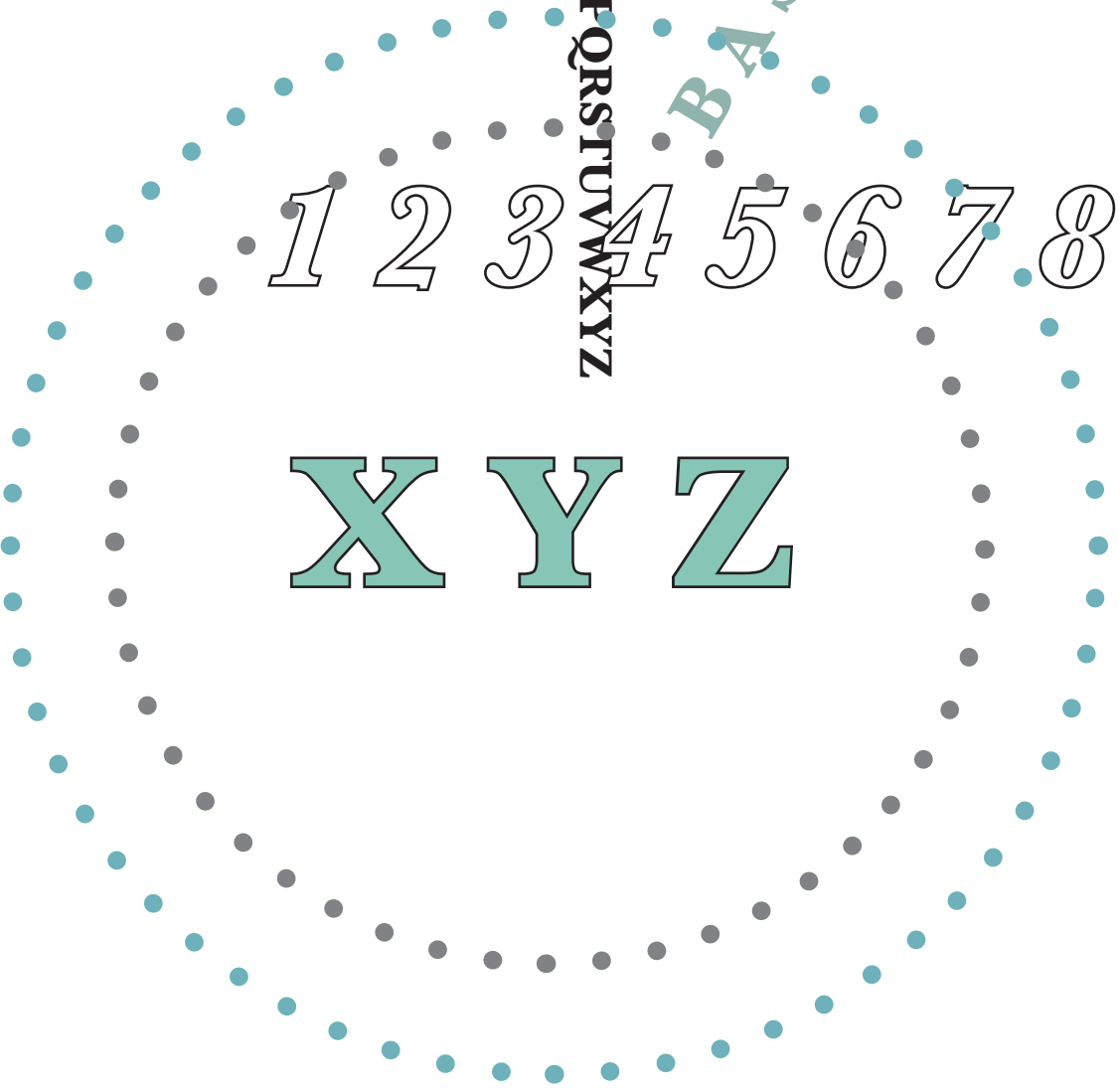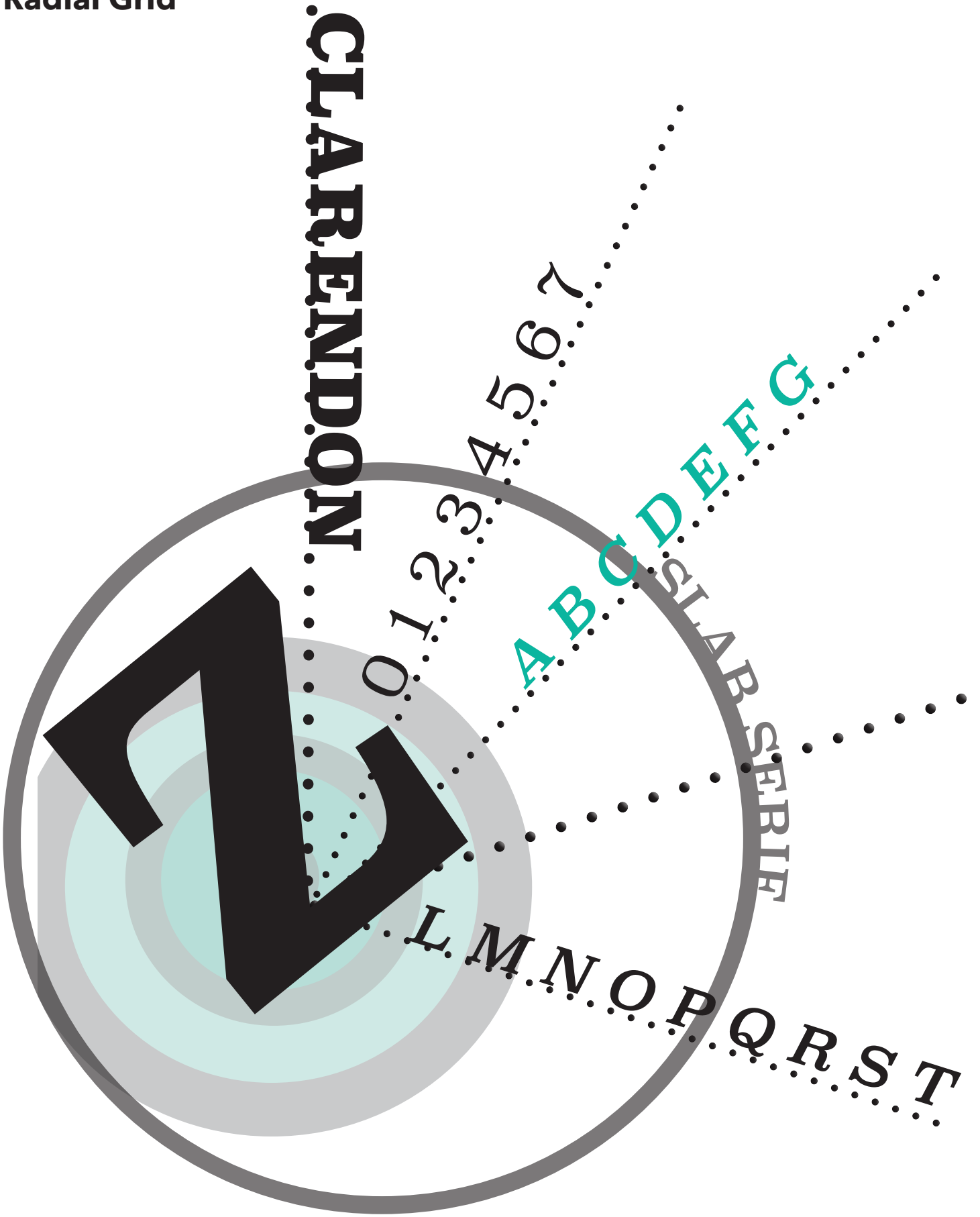
COLOR LEGIBILITY

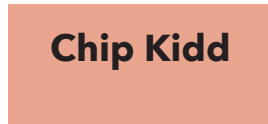| 100 Black Type	100 White Type	100 Black Type	100 White Type
	Chip Kidd	**Chip Kidd**	**Chip Kidd**

100% ───→

Chip Kidd	**Chip Kidd**	**Chip Kidd**	**Chip Kidd**

80% ───→

Chip Kidd	**Chip Kidd**	**Chip Kidd**	**Chip Kidd**

60% ───→

Chip Kidd	**Chip Kidd**	**Chip Kidd**	**Chip Kidd**

40% ───→

Chip Kidd	**Chip Kidd**	**Chip Kidd**	**Chip Kidd**

20% ───→

Chip Kidd	**Chip Kidd**	**Chip Kidd**	**Chip Kidd**
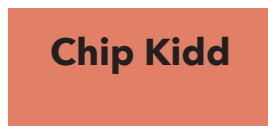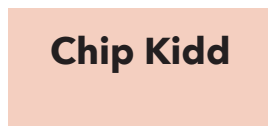
10% ───→
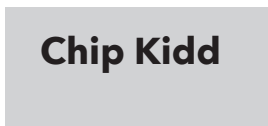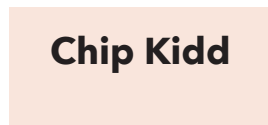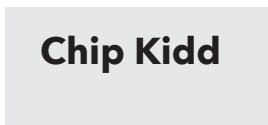
Initial Caps

Enlarging a Cap Manually

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Using the Paragraph Formatting Tool, drop cap number of lines

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### Create a Drop Cap using Outline Type/ Go to Text Wrap to wrap type around cap

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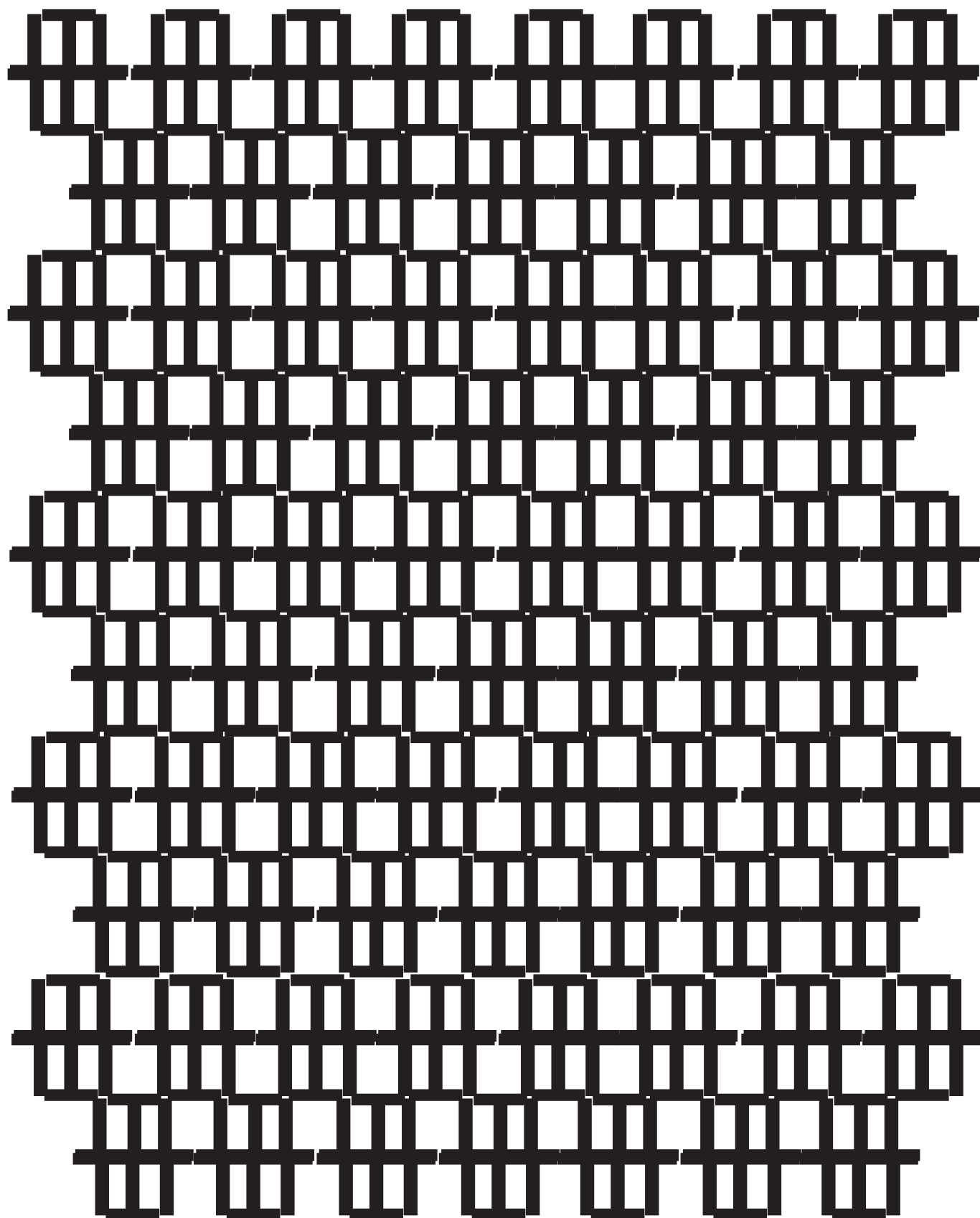
OUTLINE   OUTLINE

OUTLINE

Public Service Announcement

IF

YOU SEE

SOMETHING

SAY

SOMETHING
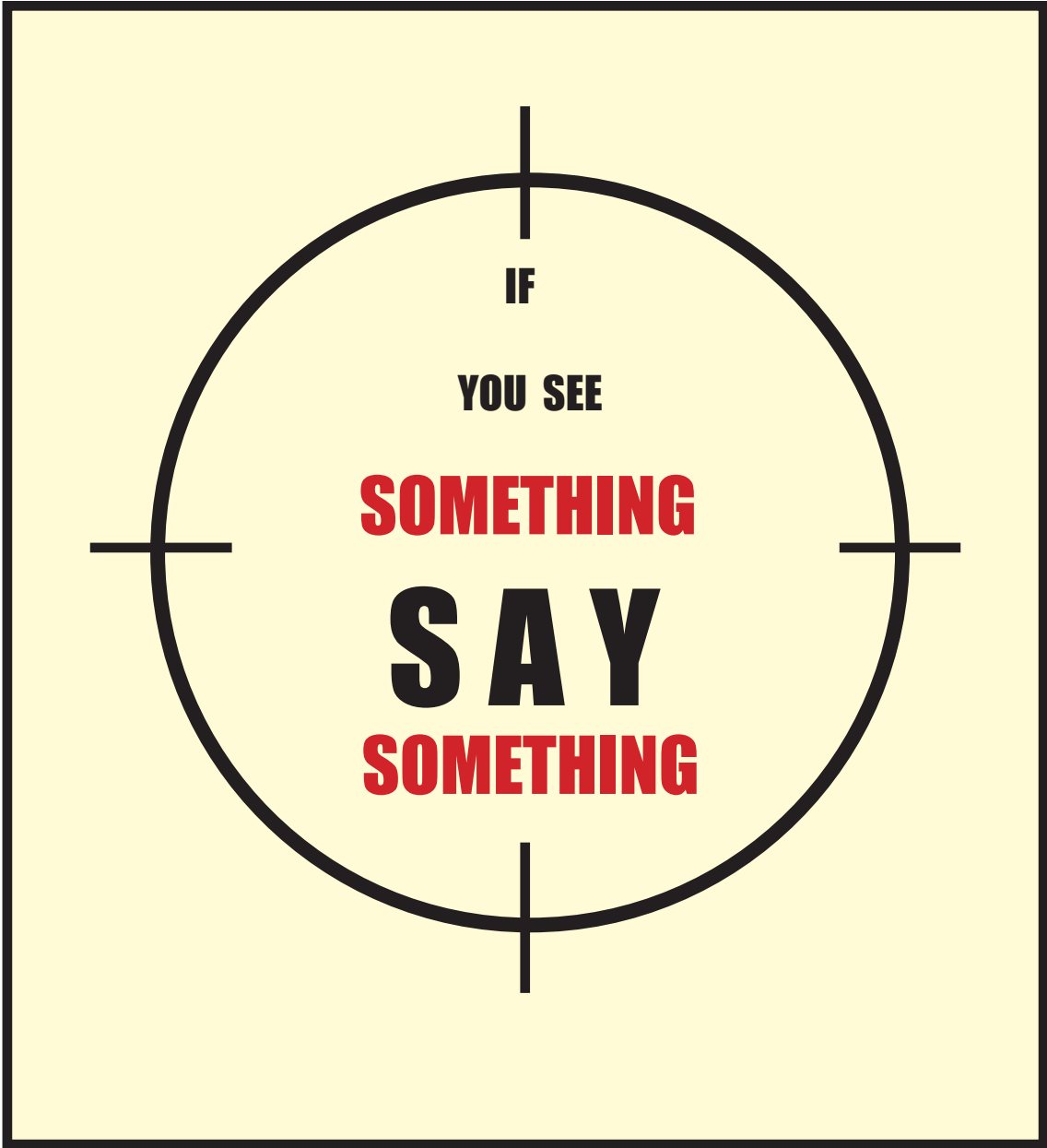
Type Patterns

A pattern is made of up of a module that is
then repeated to create a pattern

Column Grids

Linking Text Boxes

Laccuptas min con estia corestis velest, voluptas nam, ut qui reicate pre sus maximpo strume volore et intius dolorem porepel initis de exerepel ius.
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Create Multiple Columns using the Number of Columns Icon

To Add a Quote or a Picture to a Column Place the text box or picture box within the columns, then go to Text Wrap and click

Mint ipsusa dellum earchil incil invelicatem estiuntem quis peribust omnimi, ut as eum ex estio conet voleseq uuntorem dit duciur moditae cus doles nus et, non remped quid que volupti-at velendicimus dessum verum nis estiis et quatectur magni dipsand anditibea volorrum et prori sinctia illiatur? Bis quo iurissum doluptati

"It's not Art. And Art is not Design."

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Ciis incidit, sunt rero et reicidero

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Cum et et eatur, quatem ellestium, ut vel inulpa quatibu saecto quia porum in et laudis mo quis etur, cumquaeperum nus nus voluptatet ero berumquatia ere recabo. Aquo que odit et que v Ut dolupta voluptas adis sit labo. Doluptas id quae dellaut quiaspe rsperchit fugitem

Numbered or Bulleted List created from Paragraph Formatting Numbers

Side Bar- For Highlighted Information

- *Seceaquiae molenis incipsant que cum qui dolupt*
- *eiciatur aut quiae dolum rerum fugit labores tiusdae nihilis et lam,*
- *3.rem alic to blaboris et vel in expe*
- *oh v dc njn jvhnbnggbugb-nddbdgnndjdndg*

Type Weights

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qui ipsam quis ex eium fugit ommoditae vella sitate et velist eaquae niminihicto velecatium fugit litatio tem exceatur? As asperibus eicim fugiasp ellendae cuptae ipsaniet aut exerepudae voluptatus dolupta tiusaes testinciis aut lic temquae cus voluptatem rem eniam et rat volorae voluptatio to bernam, siti

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New York City Tech Presents

CHIP KIDD

December 12
7 P.M.

Grace Gallery
11th Floor

300 Jay Street
Brooklyn, NY

CHIP KIDD

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Born in Shillington, Berks Country, Pennsylvania, Kidd grew up being fascinated and heavily inspired by American popular culture. Comic books were his gateway into graphic design, with Batman and Superman populating some of his earliest childhood memories. Kidd attended Pennsylvania State University, where he graduated in 1986 with a

According to Graphic Design: American Two, he has been credited with "helping to spawn a revolution in the art of America book packaging in the last ten years."

One of the most consistent characteristics of Kidd's revolutionary style is the fact that his book covers don't

carry one signature look, as he states: "A signature look is crippling… [because] the simplest and effective solutions aren't dictated by style."Kidd studied graphic design with Lanny Sommese at Penn State, one of the largest public universities in the US.

Sommese's brutal and eccentric teaching style is the subject of Kidd's 2001 coming-of-age novel The Cheese Monkeys, a book

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