

Typography
is an invisible art.

Legibility & Readability

how do we read ?

HOW DO WE READ :

How do we read ?

HOW DO WE READ ?

how do we read ?

HOW DO WE READ :

*The upper half is more easily
recognizable than the lower half.*

How do we read ?

HOW DO WE READ ?

*Lowercase letters are easier to
read than upper case letters*

legibility and readability

Legibility is the ease which one identifies the letters and distinguishes them. It is about the design of the letters as well as the relationship between the letters.

(about the typography)

I am Highly Legible

I AM POORLY LEGIBLE

Readability is the manner and ease the eye distinguishes and absorbs the words and meaning of coherent sentences and paragraphs.

(about the meaning of the message)

I am highly legible

Garamond

I am poorly legible

Comic Sans

I am poorly legible

Onyx

I am highly legible
infinite
millenium
minimum
lilies

adobe garamond regular

characteristics:

large x height & open counter spaces

large ascenders and descenders

upright letterforms

clearly defined connections of

parts of letters

contrast of letterforms

ease of reading with serifs

I am not
highly legible
infinite
millenium
minimum
lilies

helvetica light

note: l's and i's are similiar

geometric forms are more easily confused

because of their simplicity and similarity

Factors affecting readability:

- type design
- leading
- line length
- alignment
- screen vs print
- contrast
- color

14/18

The amount of of leading necessary for a readable and balanced column to type will depend upon the line length and x-height of the typeface. Typefaces with long ascenders and decenders will, as a rule, require less additional leading than those with greater x-height.

14/24

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14/24

The amount of of leading necessary for a readable and balanced column to type will depend upon the line length and x-height of the typeface. Typefaces with long ascenders.



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Tips

set width - width a character occupies along with the sliver of space (to prevent the characters from touching) each character has a different set width.

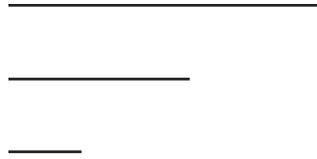
horizontal word spacing is measured in ems

EM = square of the cap of the letter

M

EN = 1/2 EM

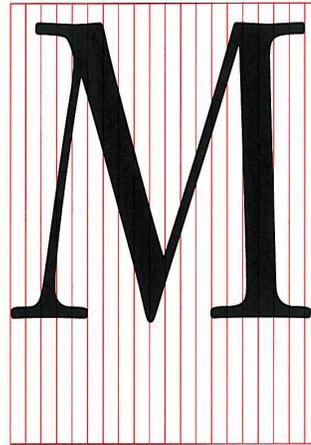
EMS and ENS at different point sizes will be proportional to the size.



EM

EN

Hyphen



EM dash

expresses strong grammatical breaks or paragraph indents. An em dash is one em wide

Such a fine and, intelligent eye — what do t say to calling him Black Beauty...

EN dash

serves primarily to connect numbers (1-10). An en is half the width of an em.

Monday – Friday

6:30 pm – 9:00 pm

1984 – 2012



Hyphen

connects linked words and phrases, and they break words at the ends of lines.

It is used to divide words that break at the end of a line, or to connect parts of compound words such as go-between, ill-fated and run-of-the-mill. The hyphen is easily found on the keyboard to the right of the zero.

Leading
Alignment
Letterspacing
(aka Tracking)

leading

auto is a percentage of the type size

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select your leading (18/18 solid)

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leading 18/24

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leading 18/30

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alignment

flush left /rag right or align left, rag right

Decisions on the arrangement of running type involve the consideration of point size, column width and alignment. It is the relationship of these three interdependent factors that ultimately determines the appearance of printed text. Type may be set flush or range left, centered, flush or arranged right or justified. Random is another form of alignment. Each form has characteristic qualities.

centered

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justified (align left and right)

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alignment / hyphenation off

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no-hyphenation

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letterspacing / tracking

tracking (0)

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tracking (+50)

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tracking (+25)

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Paragraphs Indents
Initial Caps
Tidbits & Tips

Paragraphs Indentations

Standard



*indents
need to be
considered
in relation
to the
width of
the column*

The designer had a number of typographic choices for indicating the beginnings and endings of paragraphs. These are both an aide to readability and a means of introducing visual variations to large amounts of continuous text. The first line of a paragraph may be indented — that is set off from the margin by a fixed measure. Or it may be outdented. Another choice is for additional line space between paragraphs.

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Paragraphs Indentations



Additional Line Spacing

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Additional Line Spacing

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Initial Caps

Drop Caps

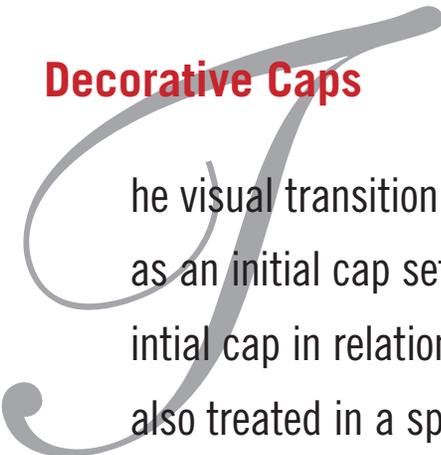
The visual transition into the main text may be signaled by a drop cap. The first letter can be treated as an initial cap set at a larger point size than the main text. There are several ways to treat the initial cap in relation to the text. A drop cap can be followed by additional words of the first sentence also treated in a special way. All these options are designer driven to create visual interest in text. They serve as additional ways to invite the reader into the text.

Raised Caps

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Initial Caps

Decorative Caps



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Outdented Caps

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Initial Caps

Drop Caps

with
a few
words
of small
caps

THE VISUAL TRANSITION INTO the main text may be signaled by a drop cap. The first letter can be treated as an initial cap set at a larger point size than the main text. There are several ways to treat the initial cap in relation to the text. A drop cap can be followed by additional words of the first sentence also treated in a special way. All these options are designer driven to create visual interest in text. They serve as additional ways to invite the reader into the text.

with
slanted
letter
forms

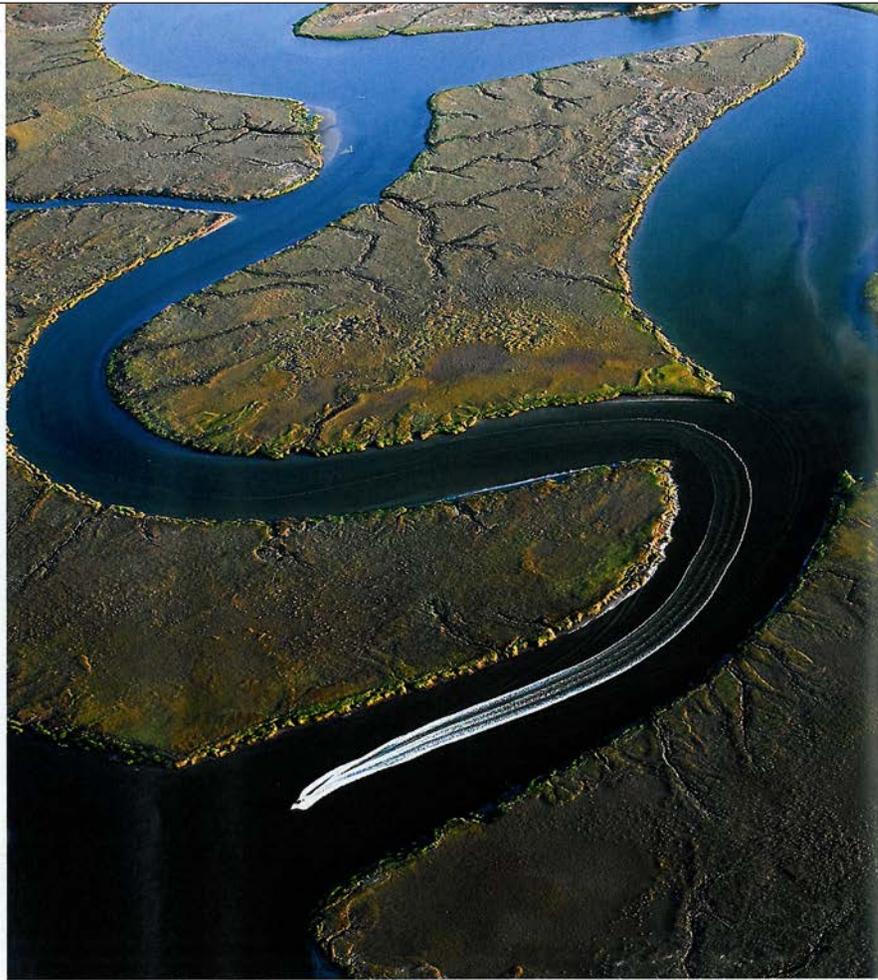
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J

UST SOUTH OF SAVANNAH, GEORGIA, ON I-95, the major north-south highway that hugs the East Coast, a bridge crosses the Altamaha River. In the blur of 65 miles an hour, it's easy to miss the water.

And many people have. But if they slowed down, and if they looked down, they would see a wide, dark river, its banks covered in a tangle of mixed hardwoods, pines and palmetto all draped in the gray-green gauze of Spanish moss. They would see a river suspended in time and place.

The Altamaha has been called the river nobody knows—not even Georgians. This, notwithstanding the fact that it runs 137 miles across the state and is one of the largest undammed rivers east of the Mississippi. It drains more than a quarter of the state, pouring 100,000 gallons of water into the ocean every second. Its huge basin supplies millions of gallons of drinking water each day to Atlanta and other urban centers.

Despite the Altamaha's near anonymity, there is a cadre of people who care passionately about the river. People like Jane Hurt Yarn, who, rather than risk losing a piece of the river to developers,

thread that continued for four years, commenters described in detail the acts of rape and bondage Nicole had experienced. One called the videos "legendary." Another called her "an eager participant" because her father instructed her to smile and talk in the videos. "The fact remains that she is the most searched for, sought after and downloaded ever," a third commenter wrote. "There are hours of video out there. It's just too bad there are not more willing like her."

For Nicole, knowing that so many men have witnessed and taken pleasure from her abuse has been excruciating. "You have an image of yourself as a person, but here is this other image," she told me. "You know it's not true, but all those other people will believe that it's you — that this is who you really are."

U

ntil the 1970s, magazines with titles like *Lolita* were rife with sexual images of minors and routinely sold alongside adult pornography at red-light bookstores. In 1978, Congress made child pornography illegal, and four years later, the Supreme Court upheld a state law banning its sale. The court's decision changed the market along with the law. "The commercial distributors started to go out of business," said Kenneth Lanning, a retired F.B.I. agent who consulted on child pornography cases for decades.

For a time, distribution and production plummeted. But then came the Internet. By the mid- to late 1990s, Lanning said, "there was a way for people seeking it to find each other and send images."

A decade later, the Justice Department interviewed veteran experts like Lanning for a 2010 report, and concluded that "the market — in terms of numbers of offenders, images and victims" — was growing to a degree described as "overwhelming" and "exponential." In the early-Web year of 1994, only 61 defendants were sentenced in federal court for child-pornography offenses; in 2011, 1,880 were, a 30-fold increase. The federal definition of child pornography extends to young people up to age 18, but the 2010 report noted that it had become more common for images to involve young children, as well as violence and sadism.

Precise numbers of child-pornography viewers are hard to come by. Unicef estimates that there are at least hundreds of thousands of Web sites with child pornography worldwide. Child-pornography consumers are even more likely to swap with one another via hidden networks. Using a tool developed at the University of Massachusetts, Amherst, in 2009, police have logged close to 22 million public I.P. addresses offering child-pornography pictures or videos via peer-to-peer file sharing, which allows users to download content from one computer to another; almost 10 million of the I.P. addresses were located in the United States. Many of the users shared only a single illegal image, perhaps downloaded inadvertently, but others offered collections of hundreds or thousands of pictures.

To gain access to a group of downloaders, a recent arrival may have to prove himself by delivering new material. Often this involves digitally altering an existing image, but in some cases, it can also mean seducing children to create new pictures to trade. The most desired series zoom around the Internet. "A lot of these guys have a collector's mentality," Lanning said. The pictures Nicole's father took became must-haves and went viral.

For Nicole, knowing that her photos were circulating was an unrelenting burden. It was hard to concentrate at school and hard to forge new friendships. She stayed close to just a few friends from her church. Her family is deeply Christian — "I've found comfort in my faith," she says — and she was home-schooled for a few years as a younger child. Her friends from

church were the only ones she told about her father. "Everyone else I held at arm's length," she told me when we met this summer at her lawyer's office. Nicole speaks deliberately and carefully, and on that day she was wearing an outfit that matched her coral nail polish and perfectly applied makeup. "But other kids found out after my father was charged. I remember walking down the hallways and thinking I could hear people saying, 'There's the girl who was raped by her dad.'"

In her junior year, Nicole transferred to a community college with a program for students who wanted to earn an associate's degree while finishing high school. "At the time I'd have said I went for academic reasons, but looking back, it was also to isolate myself," she said.

Late that spring, Nicole got a series of messages on Myspace from a man who said he had been looking for her for five years. He asked, "Want me to come visit u?" When Nicole blocked him, he wrote to one of her friends on Myspace, telling her that Nicole was a "porn star" — and sending two images. "That's when I fully realized what it meant for these pictures to be out there," Nicole said. "I couldn't get away from it, not really. I started getting paranoid and having nightmares."

The man was arrested and went to prison, but Nicole couldn't avoid the knowledge that other men were still looking at the sexual photos of her young self. Later that year, she got a letter from the Victim Notification System at the Justice Department. Congress had passed a law in 2004 mandating that crime victims receive notice every time a suspect is arrested or has a court appearance. The letter was addressed to Nicole's mother and stepfather because she hadn't yet turned 18; it informed them that a man in California had been arrested for possessing a pornographic photo of her. "It just sat there on the counter for days," Nicole remembered. "We didn't really know where to put it." More arrests followed and more letters

T

— piles of them. "We stacked them in a laundry basket in a walk-in closet so I wouldn't have to see them," Nicole said. "Then there were more baskets, and we had to move them to the garage. It was really hard for me. I was still scared of my father, but I knew him. These other people, they were strangers, and there were so many of them."

he piles of letters would eventually connect Nicole with another young woman — who had also been abused and then lead them both to court. Back in April 1998, in one of the first investigations into Internet trafficking of child pornography, the F.B.I. started tracking an AOL user, with the handle HAZMAT029, who was posting on an AOL bulletin board service. HAZMAT029 sent 80 illegal pictures to another user, BMR169, along with e-mails that included the message: "do me a favor. get a peice [sic] of paper and wright HI HAZ on it and take a pic of her in nothing but stockings pulled down below her [genitals]." BMR169 e-mailed back pictures of a young girl, her shorts and underwear pulled to the side, sitting on a gray carpet in front of a wooden dresser. Next to her, a note read, "HI HAZ."

The F.B.I. traced BMR's AOL account to a suburban house in a small town, and in October of that year, a team of agents arrived with a search warrant. In a basement bedroom, they found the gray carpet and the dresser. They also seized a computer full of illegal images, including pictures that showed the same girl being forced to give oral sex and being raped. The man the F.B.I. suspected was BMR wasn't home, so the agents showed

Tidbits & Tips
do's and dont's
tips and tricks

Dumb Quotes

"dumb quotes"

5'3"

Curly Quotes

“curly quotes”
he say’s, she say’s

Stacking letters

s
t
a
c
k
i
n
g

S
T
A
C
K
I
N
G

s
t
a
c
k
i
n
g

S
T
A
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K
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N
G

Stacking Letters

STACKING LETTERS

Letterspacing Caps and Small Caps

CAPITALS NEED EXTRA LETTERSPACE

CAPITALS NEED EXTRA LETTERSPACE

CAPITALS NEED EXTRA LETTERSPACE

caps need extra letterspace

CAPITALS NEED EXTRA LETTERSPACE

CAPITALS NEED EXTRA LETTERSPACE

CAPITALS NEED EXTRA LETTERSPACE

small caps need extra letterspace

Hanging Punctuation

“Hanging punctuation” prevents the punctuation marks creating a weird edge on a text block.

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Type Contrast

Black type on a white background is best for readability.
It provides the most contrast and is easiest on the eyes.

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It provides the most contrast and is easiest on the eyes

reverse type often benefits from additional letterspacing and /or leading

Good Rag / Bad Rag

*line length
and point
size are
related*

*the rag is
the soft edge
owhere the
type breaks
lines*

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Break for Sense /Good Rag / Bad Rag

Bad

Katie bites
into the Big Apple.

Bad

The habit of reading is one of the greatest resources of mankind; and we enjoy reading books that belong to us much more than if they are borrowed. A borrowed book is like a guest in the house; it must be treated with punctiliousness, with a certain considerate formality. You must see that it sustains no damage; it must not suffer while under your roof. You cannot leave it carelessly, you cannot mark it, you cannot dumb down the pages, you cannot use it familiarly. And then, some day, although this is seldom done, you really ought to return it.

-William Lyon Phelps

Good

Katie bites into
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Centered Lines / Break For Reading

You are cordially invited
to attend the wedding of
Jane Smith and John Blank
on Thursday December 31, 2014
at The Aurura Inn

This is an aide to readability and
a means of introducing
visual variations to large amounts
of continuous text.

Widows and Orphans

The next unpleasant business was putting on the iron shoes; that too was very hard at first. My master went with me to the smith's forge, to see that I was not hurt or got any fright. The blacksmith took my feet in his hand, one after the other, and cut away some of the hoof.

to it.

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Widow / at bottom

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Orphan / at top