Graphic Assignment: Tracking

Palatino 36pts | All Caps | No tracking

FILAMENT

Palatino 36pts | All Caps | -50 tracking

FILAMENT

Palatino 36pts | All Caps | 50 tracking

FILAMENT

Palatino 36pts | All Caps | 100 tracking

FILAMENT

Palatino 36pts | All Caps | 200 tracking

FILAMENT

Word Spacing (tracking)

What happens to type when there
is too much or too little space
between words & letters?

Reflection:
I noticed that adjustment of
kerning is still necessary after
changing tracking.

In this particular set of letters, the
combination of L and A creates a larger
open space which required multiple
kerning adjustments

Additionally, the typeface Palatino has
large serifs. These causes that all letters
touch if tracking is negative.
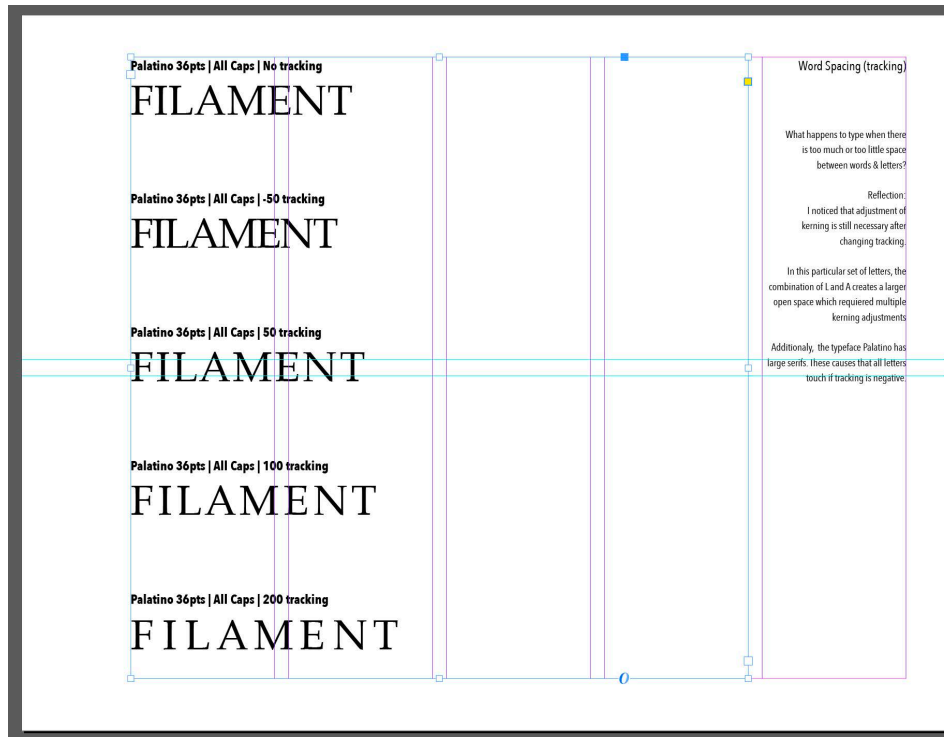
See example above

1st to 4th column

Set word related to your main text the following way (Add these headings too)

Serif Typeface/ 36 pts/ all caps/ No tracking
Serif Typeface/ 36 pts/ all caps/ -50 tracking
Serif Typeface/ 36 pts/ all caps/ 50 tracking
Serif Typeface/ 36 pts/ all caps/ 100 tracking
Serif Typeface/ 36 pts/ all caps/ 200 tracking

5th column info: Title: Word Spacing

Write the phrases: What happens to type when there is too much or too little space between words and letters? Then write a reflection: What do you see? Where did you have to make adjustments?

Notice that adjustment in kerning are necessary depending, typeface, styles and letter combination: Do kerning adjustments as necessary (FIX them)