

## Legibility

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### FOCUS Vocabulary:

#### Tracking

The space between letters and words

#### Kerning

The space between 2 letters

#### Leading

The space between the baselines

#### Line Length

The width occupied by a block of text

For each of the following pages you will need a paragraph of text related to your related to your performer/subject/character (bio, poem, song, etc). About 6 sentences.

#### Page#13: Tracking

##### Last column heading: Legibility: Tracking With Caps & Lower Case letters

What happens to type when there is too much space between words and letters?

##### 4th column blank

##### 1st, 2nd and 3rd columns:

Set 3 sentences of your performer's biography (can use a quote or a song if applicable) the following way:

- Times (or comparable) 12/16 C&LC / No tracking
- Times (or comparable) 12/16 C&LC / 50 tracking
- Times (or comparable) 12/16 C&LC / 100 tracking
- Times (or comparable) 12/16 C&LC / 200 tracking

#### Page#14: Tracking

##### Last column heading: Legibility: Negative Tracking With Caps & Lower Case letters

What happens to type when there not enough space between words and letters? 4th column blank

##### 1st, 2nd and 3rd columns:

Do exactly the same as page 1, but this time use negative tracking 0, -50, -100, -200

#### Page#15: Kerning

##### Last column heading: Legibility: Kerning

- Type in the name of your favorite person twice directly above and below each other.
- On the top one, do not adjust the tracking or do any kerning
- Use direction arrows to indicate where tracking should take place
- Label this example: Before // with the font name and point size // no adjustment
- On the bottom one, directly underneath, manually adjust its kerning until it looks right
- Label this example: After // with the font name and point size // manual adjustment
- Use vertical lines to show the difference in line lengths

#### Page#16: Leading (Sans Serif Font)

##### Last column heading: Leading / Sans Serif Font

Divide your page in 4 main squares (using columns 1-4)

You will use the grid divided in 4-squares, and use a font such as Helvetica or comparable (Do not use Arial)

**First four columns:** Use one paragraph of your favorite person's biography.

##### Top left square

- Helvetica 12/14 (meaning the font is 12 points in size, and the leading is 14 points)

##### Top right square

- Helvetica 12/18

##### Bottom left square

- Helvetica 12/24

##### Bottom right square

- Helvetica 12/36

#### Page#17: Leading (Serif font)

##### Last column heading : Leading / Serif font

Do exactly the same, but use a serif font (like Garamond, Baskerville, etc.)

Look at the differences!

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**Page#18: Text on a Path**

**First four columns:** Divide the text as follows

- Sentence 1: Vertical Path
- Sentence 2: Type on a smooth curve
- Sentence 3: Type on a sharp curve
- Sentence 4: Type on a circular path