

# Typography

submitted to

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by

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This report provides a basic introduction to typography. Though it's not a writing style, typography has major influences on what is written on the web and other mediums. Ethical concerns conclude the main discussion of this report.

<b>I. Introduction .....</b>	<b>3</b>
A. What is Typography?	3
B. Purpose	3
C. Influences	4
<b>II. Principles.....</b>	<b>4</b>
A. Font vs Typeface	4
B. Roles of Typefaces	4
<b>III. Ethical Concerns.....</b>	<b>5</b>
<b>IV. Conclusion.....</b>	<b>6</b>
<b>V. Works Cited.....</b>	<b>7</b>
<b>VI. Appendix.....</b>	<b>8</b>
A. Weebly Homepage Tagline	
B. A News Site	
C. The Jerry Pippin Show	

## Introduction.....

People actually appreciate typography more than they realize. It brings visual identity and creates distinction. As an example, Apple's default typeface, San Francisco, is used with all of its devices. Every time you see this typeface, you will associate it with Apple even if it's being used for another platform. It's just one of the reasons that type matters.



## What is Typography?

Typography is shaping written information in a way that is appealing, legible, and readable. It adds meaning to the content. It connects the author and the reader by subtly grabbing the reader's attention. Each letter form has an impact on the reading experience.

## Purpose

Text must be legible and readable if anyone is to understand its message. Legibility refers to something that can be read while readability refers to if you want to read it. Just because you can read a passage doesn't mean that you want to read it? When looking at a page, you make assumptions about it that will determine if you want to read it.

Typography is about looking at how text can be used to best communicate to the reader. If the content has no meaning then not even typography can aid it.

## Influences

Typography affects many writing types such as books, magazines, newspapers, menus, billboards, signs, and even this report. Most of the genres previously mentioned have online counterparts. Web pages, blogs, and emails are strictly web related writing genres that typography influence.

## Principles.....

Typography isn't a writing genre but it's also not exclusively art. Art can be private and self expressive. Since typography is meant to service someone, it must follow principles that contribute to a person's ability to read.

Size, line length, height, and color are the main principles that affect whether a design is successful. So if the type fails, the overall design also fails.

## Font or Typeface

According to Web Designer, Shay Howe, a *font* is a file that contains a typeface. Using a font on a computer allows the computer to access the typeface. A *typeface* is what we see. It is the artistic impression of how text looks, feels, and reads.

## Roles of Typefaces

Typographer Jason Santa Maria stated at a 2011 conference that typefaces fall into one of two groups: display faces and text faces.

Display faces are meant seen in a large size. They are often used as headings. They are more contrasting and decorative. They aren't meant to be used for large amounts of text, such as paragraphs or articles. If used at a small size these typefaces will detract from the legibility and can be distracting. The following are some examples of display typefaces:

*Lobster*      *Pacifico*      AMATIC SC      *Caveat*

Text faces are used for text that are in large groups like paragraphs. These typefaces are effective for reading at small sizes. Since the focus is on legibility, these typefaces have less contrast and aren't as decorative. The following are some examples of text typefaces:

Merriweather

Roboto

Spectral

Verdana

Some typefaces can be used as either a display or text face. Jason Santa Maria refers to these as workhorse typefaces. The following are some examples:

As a display face

Montserrat

Trebuchet MS

Raleway

as a text face

Montserrat

Trebuchet MS

Raleway

## Ethical Concerns.....

Typography isn't easy. How do you decide which typeface to use, especially when there are so many to choose from? There are no commandments that if not followed will ruin everything. It just takes practice to develop an eye for design.

At times using the font that is often used for a particular platform isn't the way to go. It is more important to use the font that suits the needs of the design and helps to communicate the message the best.

The web brings other issues that affect typography such as the following: different devices, device screen sizes, responsive design, and considerations for disabled users.

## Conclusion.....

There is a lot more to typography than what I can cover in this report. I received many good web sources from my web design teacher and learned from people like Richard Rutter, Jason Santa Maria, and Shay Howe.

As I researched typography, I realized that it's not only influential but competitive as well. Major companies like Apple, Samsung, Microsoft, and Netflix have either developed their own typeface or used a specific one so much that it is associated with them. How people see type can even determine if they make a purchase or not. I hope that this report creates a personal interest on a topic that not many people even think about.

## Works Cited

Rutter, Richard. "Why Web Typography Really Does Matter". *medium.com*. posted Aug. 23, 2017, [medium.com/@clagnut/0-webtypematters-780593d1c422](https://medium.com/@clagnut/0-webtypematters-780593d1c422). Accessed 22 Oct. 2018.

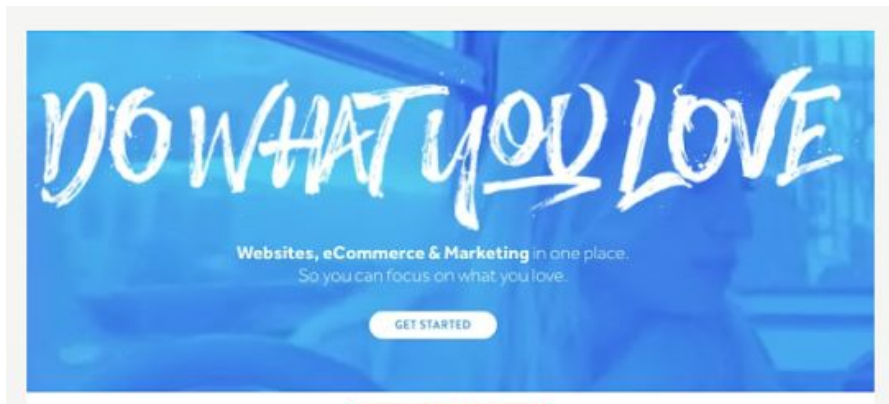
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Howe, Shay. "Working with Typography." *learn.shayhowe.com*, [learn.shayhowe.com/html-css/working-with-typography](https://learn.shayhowe.com/html-css/working-with-typography). Accessed 22 Oct. 2018.

## Appendix

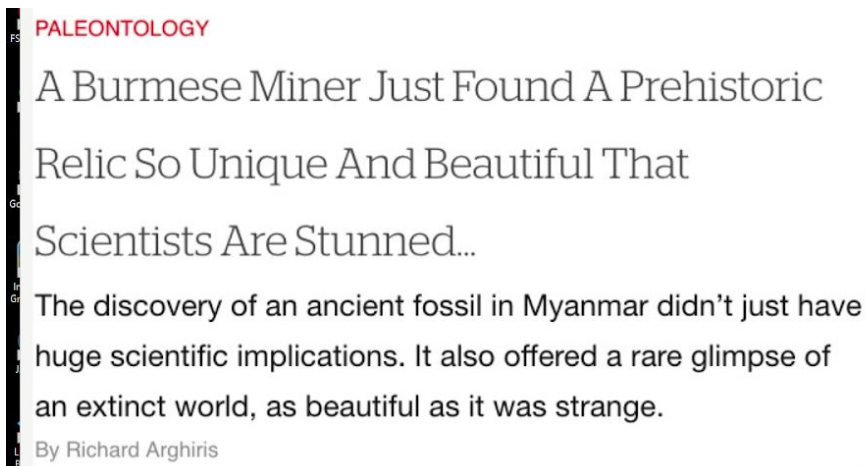
### Weebly Homepage Tagline

This typeface has the appearance of strokes from a paintbrush. It's an example of a display typeface which are good for headlines.



### A News Site

This news site uses 2 typefaces: Stag Wag and Helvetica Neue. It's main focus is readability and the spacing makes it easily legible.





## The Jerry Pippin Show

This is an example of poor typography. Though it is legible it doesn't use the typeface effectively. Most of the text on the page are bold. This makes it hard to focus on reading.




The screenshot shows the top portion of a website. At the top left is a small portrait of Jerry Pippin. To its right is a dark blue banner with the text "THE JERRY PIPPIN SHOW" in large, bold, white letters, and "ADVENTURES IN INTERNET BROADCASTING" in smaller white letters below it. To the right of the banner is a small logo of a radio tower. Below the banner is a horizontal menu with red buttons containing white text: HOME, Ancient Myster, BUSTER, CON-FILES, ELVIS, Headline News, MEMORIES, PARA-ZONE, PODCASTS, POTPOURRI, SEARCH SITE, UFO-FILES, UfoShows2Go, and WHAT'S NEW. Below the menu is a small red link that says "Click Here for Highlights window to go to full page".

### What's New?

 **New- Jerry's commentary on the address and the reactions 24 hours later- State of the Union- Love Breaks Out in DC- Coburn sits with liberals and gets hug from the Prez during speech- Beware appearances can be deceiving. [Click here](#) for Jerry's commentary and podcast mp3 and windows media versions of the two speeches, this years and last years.**

 **Complete show now available in this series- [Click Here](#) to listen to program 7 in our series of Elvis, the man, his music and his life. This program deals with Elvis the movie star and how his success as a top 40 artist was over in 1967 after several years of movies only and how these years took a toll on him emotionally.**

 **.New UFO News program- Presidential disclosure of UFOs? Or will China do it first? Crop Circles investigated by Indonesian Air Force and details of UFO Crash near Phoenix 3 months after Roswell. [Click Here](#) for this program, and many others on UFOs.**