Typography

submitted to

Caleb James
Rhet 3326: Technical Writing

October 22 , 2018

by

Nneka Greer

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.

I. **Introduction** 3
A. What is Typography? 3
B. Purpose 3
C. Influences 4
II. **Principles**..... 4
A. Font vs Typeface 4
B. Roles of Typefaces 4
III. **Ethical Concerns**..... 5
IV. **Conclusion**..... 6
V. **Works Cited**..... 7
VI. **Appendix**..... 8
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	as a text face
Montserrat	Montserrat
Trebuchet MS	Trebuchet MS
Raleway	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. Accessed 22 Oct. 2018.

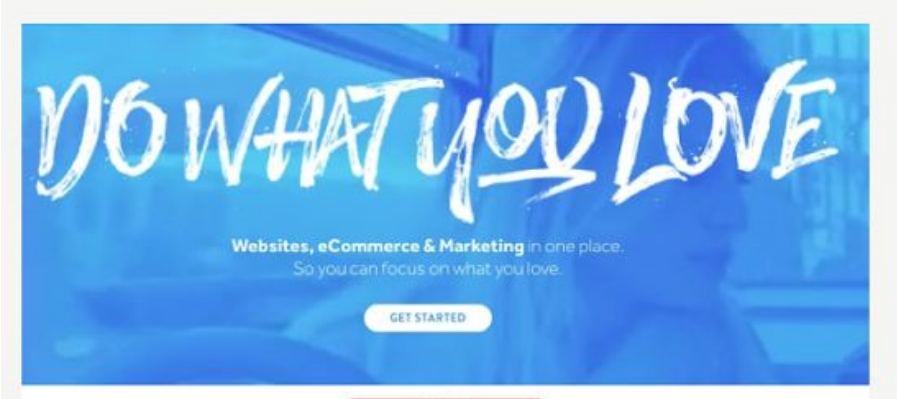
“Jason Santa Maria - On Web Typography.” *Youtube,* uploaded by Rui Nogueira. 20 Jan. 2016, www.youtube.com/watch?v=ipbbbMsvTEI

Howe, Shay. “Working with Typography.” *learn.shayhowe.com*, learn.shayhowe.com/html-css/working-with-typography. Accessed 22 Oct. 2018.

Appendix

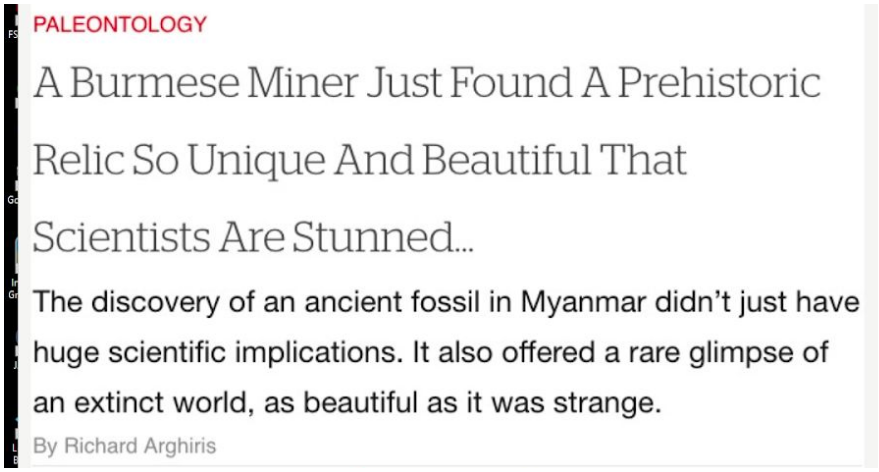
Weebly Homepage Tagline

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.