

Adjust the point size

create contrast small and dark

Strive for contrast rather than harmony.

Mixing typefaces on the same line, designers usually adjust the point size so the x-heights align.

Placing typefaces on separate lines, create contrast in scale as well as style or weight. Mix big, light type with small, dark type for contrasting textures.

A typographic hierarchy expresses the organization of content, emphasizing specific elements.

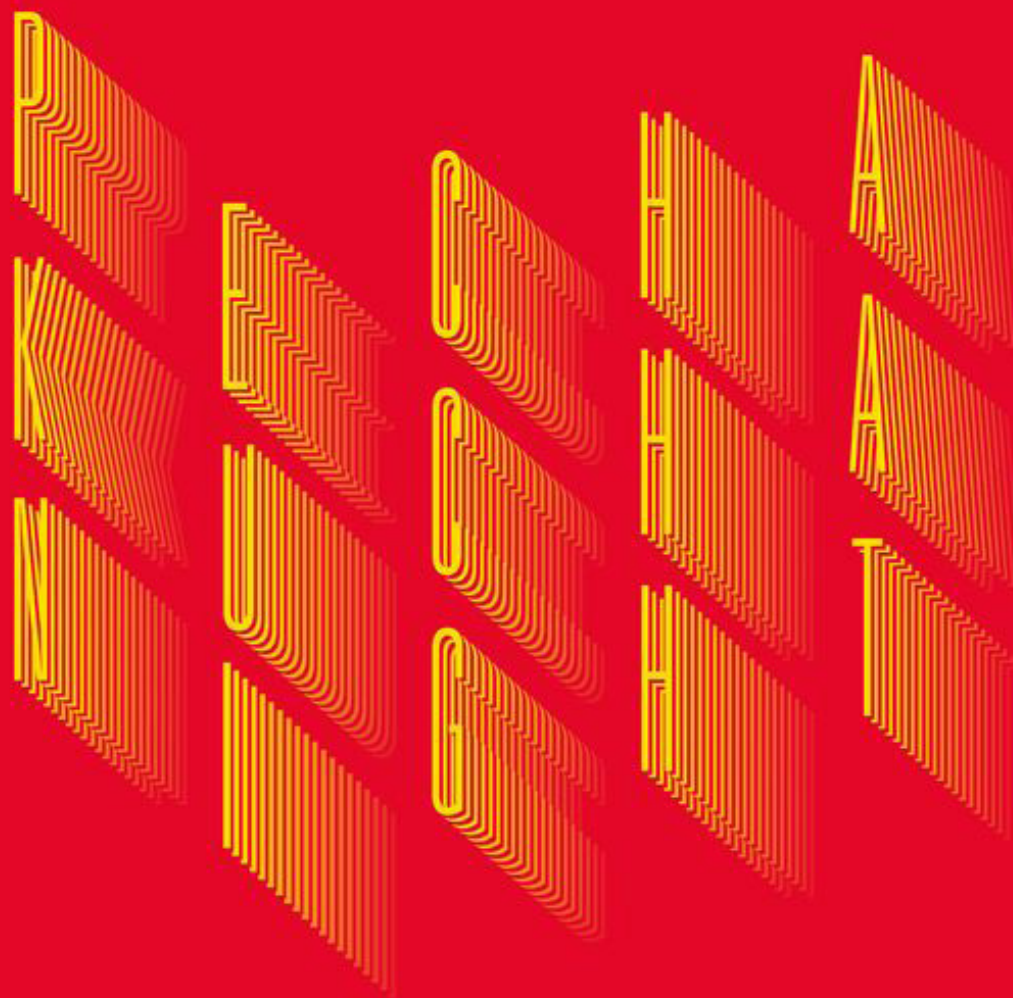
A visual hierarchy helps readers scan a text, knowing where to enter and exit.

Pecha Kucha Night Murcia 2016

18 Febrero – 20:00h
Café Bar 9 Pisos

Zagaleco
Alimentación Ecológica
Rafa Skam
Música
Gloriaca
Diseño de bolsos
Katarzyna Rogowicz
Artista e ilustradora

Fru Star Fru
Arquitectura Pop
Patricia Mandala
Kinesiología
Pablo Carbonell
EcoProjecta Arquitectura
Carlos Balanza
Sorache pastelería
Bar Taberna de Ideas
Comunicación



C. Madre Esperanza, 3
30005, Murcia

PeñaRoja
20 X 20

LA GONNETA

cartonlab

MOBI

Emphasizing a word or phrase within a body of text usually requires one signal. Italic is standard; however, bold, small caps, change in color, or a different font works well.

Graphic Dialogue
A series of visual
conversations

11 December 2013

10.00

**Chao Siuleong &
Hong Chong Ip**

12.00

**Kenya Hara &
Helmut Schmid**

14.00

**Phillipe Apeloig &
April Greman**

16.00

**Edward Tufte &
David MacCandless**

graphic

Main Lecture Theatre
London College of
Communication
Elephant & Castle
London SE1 6SB

To book email:
t.pritchard@lcc.arts.ac.uk

It is important to organize content structurally rather than stylistically. Refer to the parts of the document rather than to specific visual attributes.

AS

Entrada gratuita
www.salapasternak.com

Mallorca
Connection

Indie, Rock
Pop & Electrónica



2H

SALA
PASTERNAK
VIC

DIVENDRE25
OCTUBRE
2013

ALEC SUN DJ



AC

TYPE

IN

2.11.2011 - 22.3.2012
Di - So: 10-17 Uhr / Mi: 10 - 20 Uhr

Museum für Gestaltung Zürich

MOTION

ION

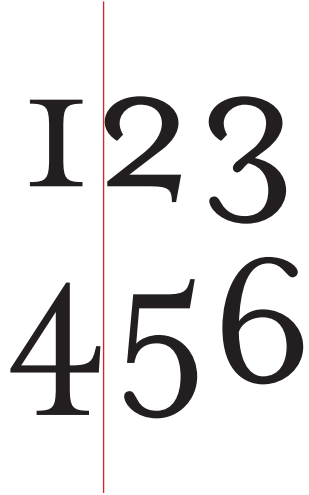
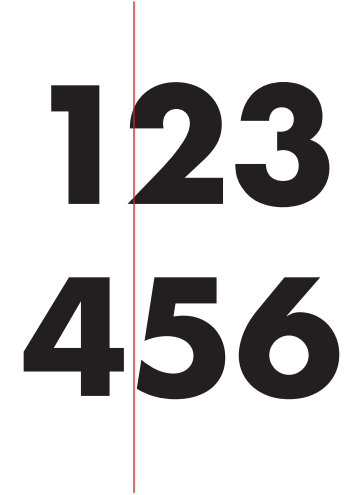
TRUE
SMALL caps

PSEUDO
SMALL caps

Rather than mixing small caps with capitals, many designers prefer to use all small caps, creating a clean line with no ascending elements. Programs allow users to create false small caps, these letters look out of place.

design AIGA design AIGA

Small caps weight look too thin next to lowercase letters weight. Increase the size of small caps, but don't make them larger than uppercase letters.

A diagram showing non-lining numerals. The numbers 1, 2, and 3 are on the top line, and 4, 5, and 6 are on the bottom line. A vertical red line is positioned between the first and second columns of digits. The numbers 1, 4, and 5 are aligned vertically, as are 2, 5, and 6. The number 3 is significantly wider than the other digits, extending further to the right.A diagram showing lining numerals. The numbers 1, 2, and 3 are on the top line, and 4, 5, and 6 are on the bottom line. A vertical red line is positioned between the first and second columns of digits. All digits (1, 2, 3, 4, 5, 6) are of the same height and width, and they are perfectly aligned in two vertical columns.

Lining Numerals take up uniform widths of space, enabling numbers to line up. They are the same height as capital letters, so they can look bulky.

Non-lining numerals have ascenders and descenders, each one has its own set width.

{ [“ “ , , ; ; : : " " ' '] } { [“ “ , , ; ; : : " " ' '] }

5'2" It's 5'2" It's

Helvetica's comma is chunky and Bodoni's is thin stemmed.
A common error is the use of straight hatch marks in place of
apostrophes and quotation marks.

spacing
leading

spacing
leading

Leading measures the space between lines of text. Tight leading happens when the ascender and descender interfere with each other. Large x-heights need more leading.

Designers play with line spacing or leading to create distinctive typographic arrangements. Reducing the distance creates a denser color, while risking collision between ascenders and descenders. Expanding the spacing creates lighter, open text blocks.

the words are spaced evenly

the words are spaced evenly

Word spacing measures the space between words. Always reduce the amount of space, never increase it.

Typefaces are the design of letterforms, the visual design.

Fonts are the delivery mechanism, the software that allows you to install, access, and output the design.

Digital fonts are easy to copy, alter, and distribute, but when you purchase a font, you are limited on how you can use it.

Intellectual property law protects the font as a piece of software, but it does not protect the visual design of the typeface. You may turn it into outlines and edit the design.

You purchase fonts from digital type foundaries. These range from large establishments like Adobe and Font-Shop.

You can also pay a monthly fee for access to fonts like Typekit.