

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.

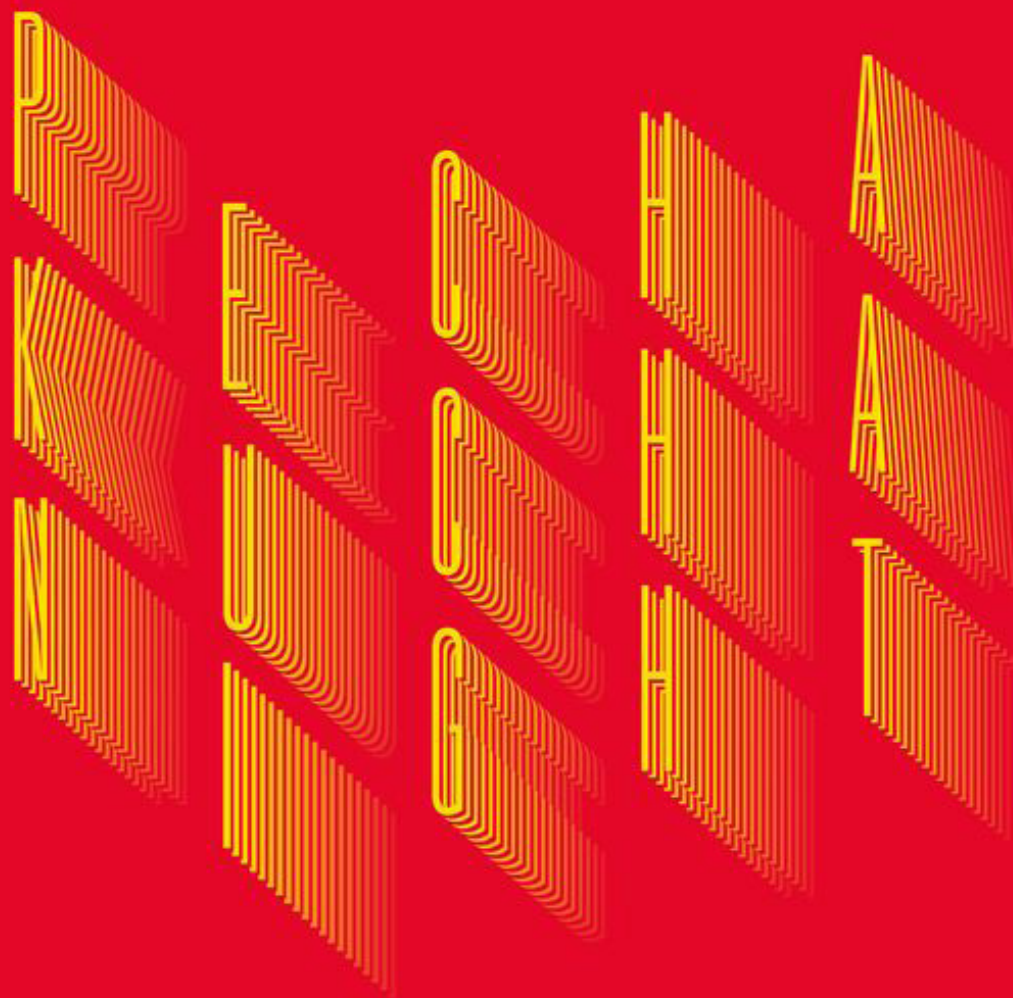
A visual hierarchy helps readers scan a text, knowing where to enter and exit.

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



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 Sioleng &
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.

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Connection

Indie, Rock
Pop & Electrónica



2H

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TYPE

IN

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

Museum für Gestaltung Zürich

MOTION

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align center

Align left is a very common and easy to read alignment. Align center is traditional, only use in traditional designs. Justify is hard to make look good, use later in your career.

Centered text is formal and classical. It can look static and mournful, like a tombstone.

align left

Align left is a very common and easy to read alignment. Align center is traditional, only use in traditional designs. Justify is hard to make look good, use later in your career.

Flush left text respects the organic flow of language. A bad rag can ruin the relaxed appearance. Designers must strive to create the illusion of a random, natural edge without resorting to excessive hyphenation.

align right

Align left is a very common and easy to read alignment. Align center is traditional, only use in traditional designs. Justify is hard to make look good, use later in your career.

Flush right text can be a welcome departure from the familiar. Because flush right text is unusual, it can annoy cautious readers. Bad rags threaten flush right text.

justify left

Align left is a very common and easy to read alignment. Align center is traditional, only use in traditional designs. Justify is hard to make look good, use later in your career.

justify right

Align left is a very common and easy to read alignment. Align center is traditional, only use in traditional designs. Justify is hard to make look good, use later in your career.

justify center

Align left is a very common and easy to read alignment. Align center is traditional, only use in traditional designs. Justify is hard to make look good, use later in your career.

justify all lines

Align left is a very common and easy to read alignment. Align center is traditional, only use in traditional designs. Justify is hard to make look good, use later in your career.

Justified text makes a clean shape on the page. It has efficient use of space. Ugly gaps can occur as text is forced into lines of even measure. Avoid this by using a line length that is long enough in relation to the size of type.

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Presentación de "FROM ATP"
(All Tomorrow's Parties)
• Coloquio sobre
"COLLECTION PETITES PLANÈTES"

MADRID
4 de marzo — 20:00h
Cineteca
Plaza de Legazpi, 8
(Matadero Madrid)
cinetecomadrid.com

BARCELONA
3 de marzo — 20:00h
Hangar
Emilia Caranyi, 16
(Can Ricart)
hangar.org

VERONICA

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HANGAR.ORG

Combining different types of alignment can yield dynamic and surprising layouts.



Roman letters are not designed to sit on top of one another. Capital letters form more stable stacks than lowercase. Centering the column helps to even out the difference in widths.