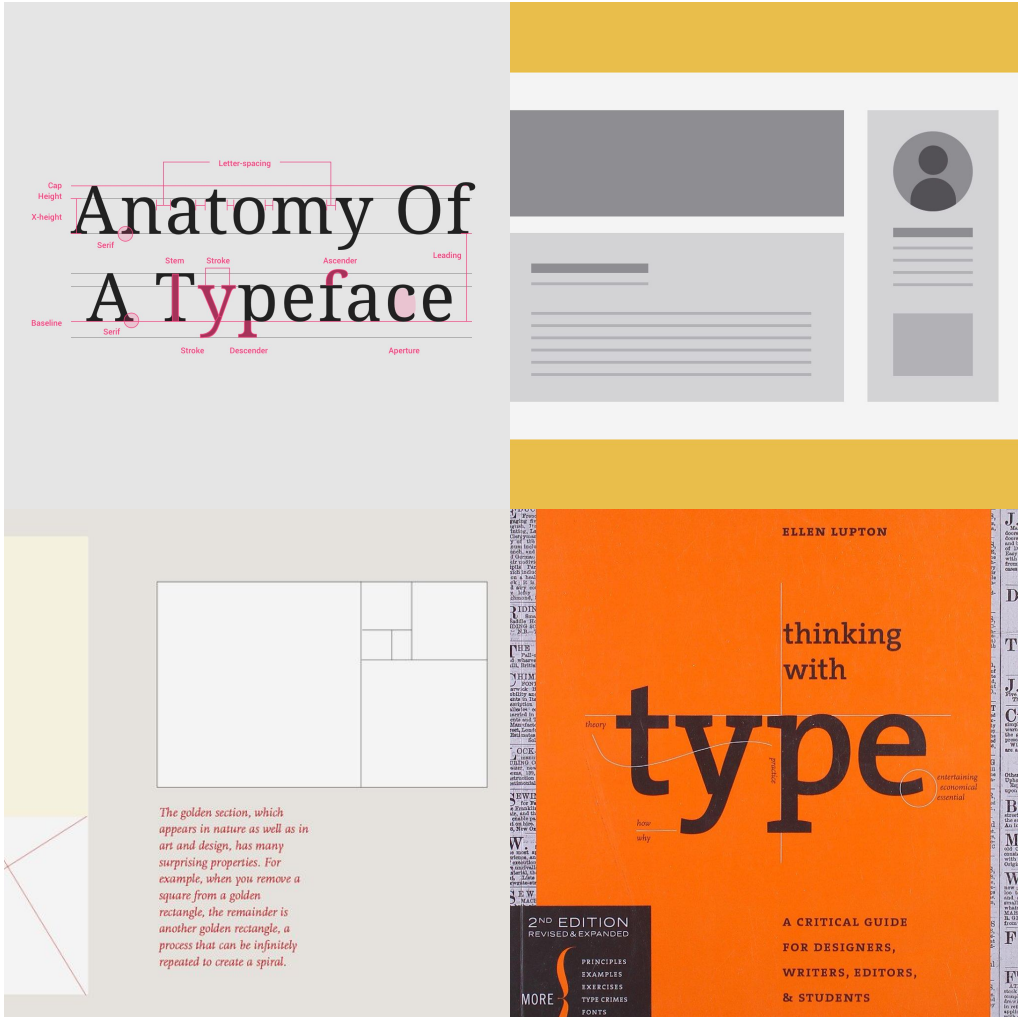

Tools 2A Type, Layout & Grid

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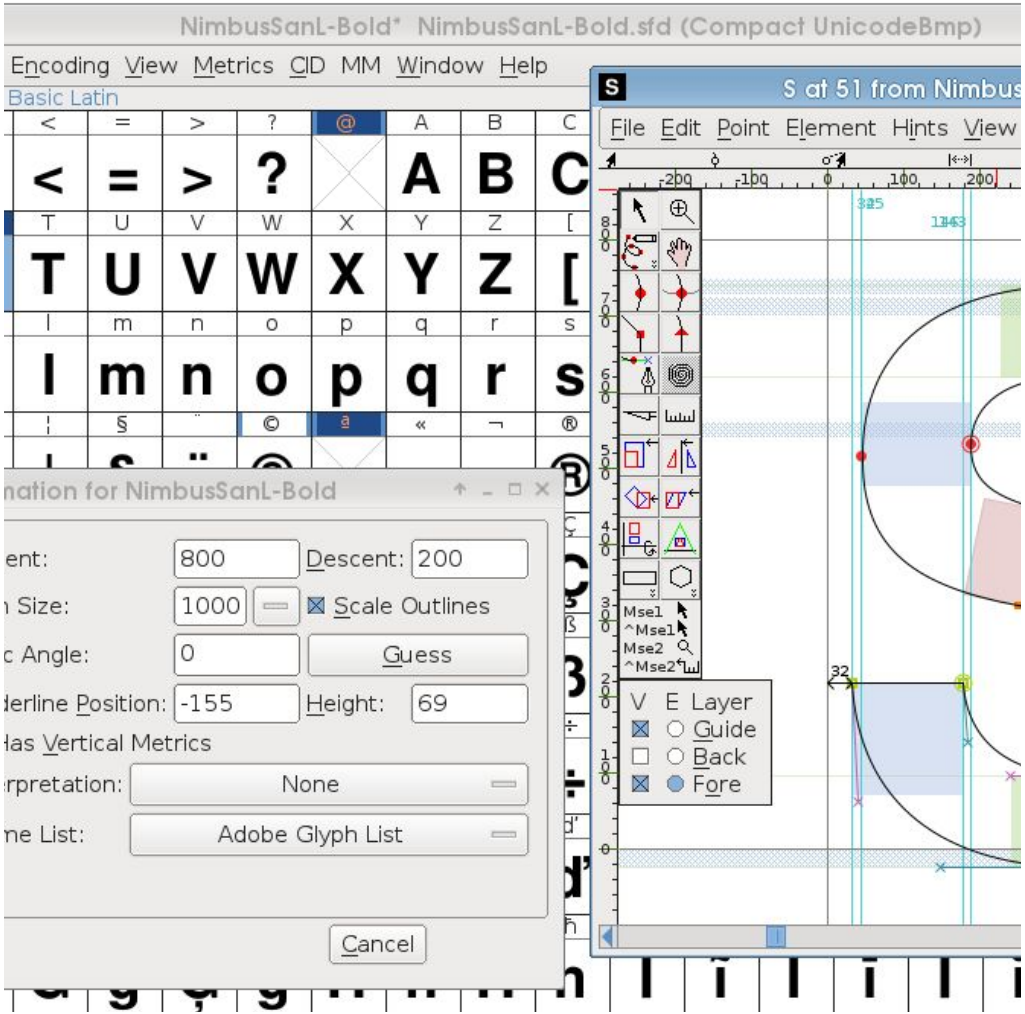
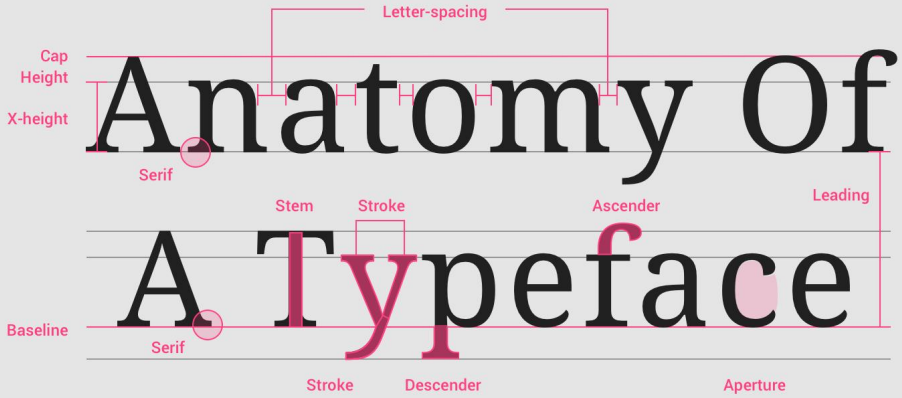


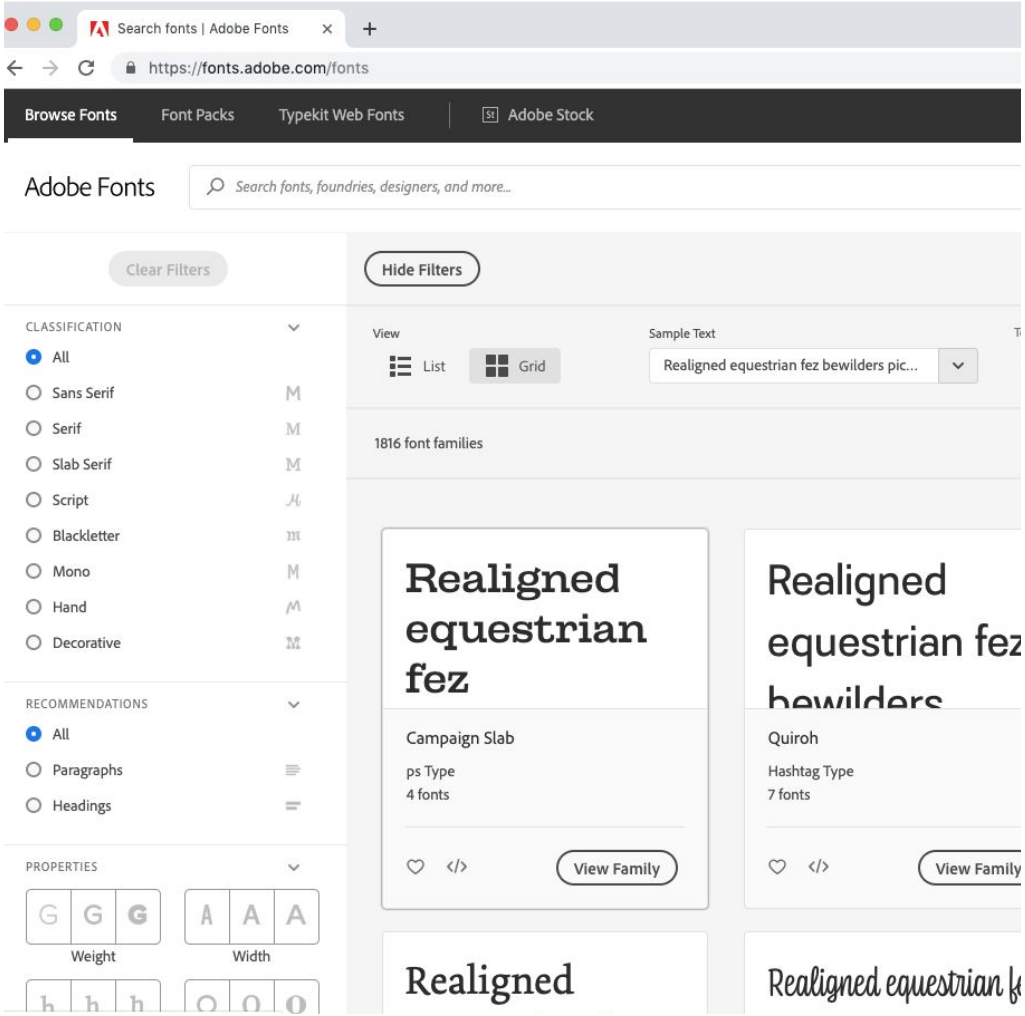
Type / Design

Type design is the art and process of designing typefaces. It is often used synonymously with the term "font design"; technically, font design is the rendering of a typeface design into an entire available family of keyboardable characters.

Type / Typography

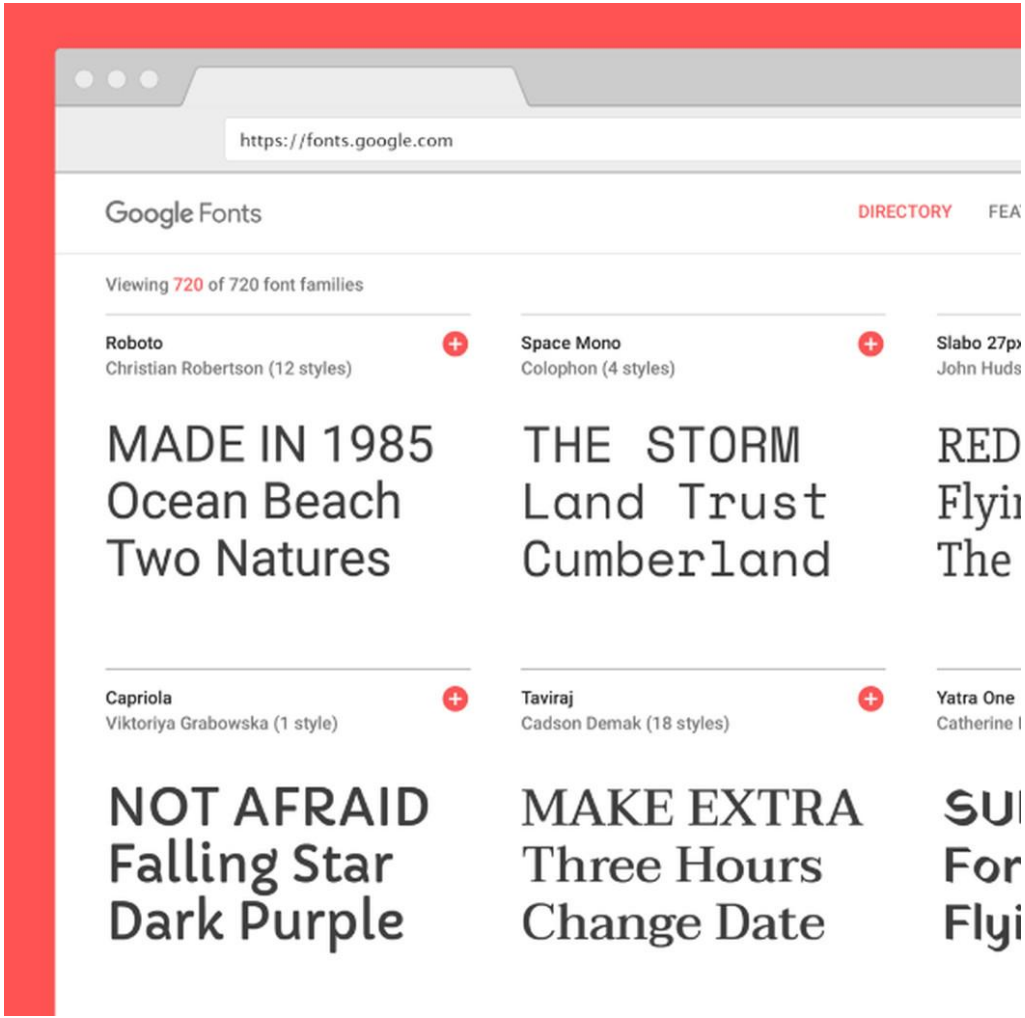


Typography is the art and technique of arranging type to make written language legible, readable, and appealing when displayed. The arrangement of type involves selecting typefaces, point sizes, line lengths, line-spacing (leading), and letter-spacing (tracking), and adjusting the space between pairs of letters (kerning).



Type / Adobe Fonts

Adobe Fonts



Type / Google Fonts

Free

Fonts by Google



Type / Designers / Foundries: Labor & Wait

laborandwait.xyz

Type / Bespoke



Bespoke is a custom designed font for a organization. For example: IKEA Sans

Type / Classification



Type Classifications Link



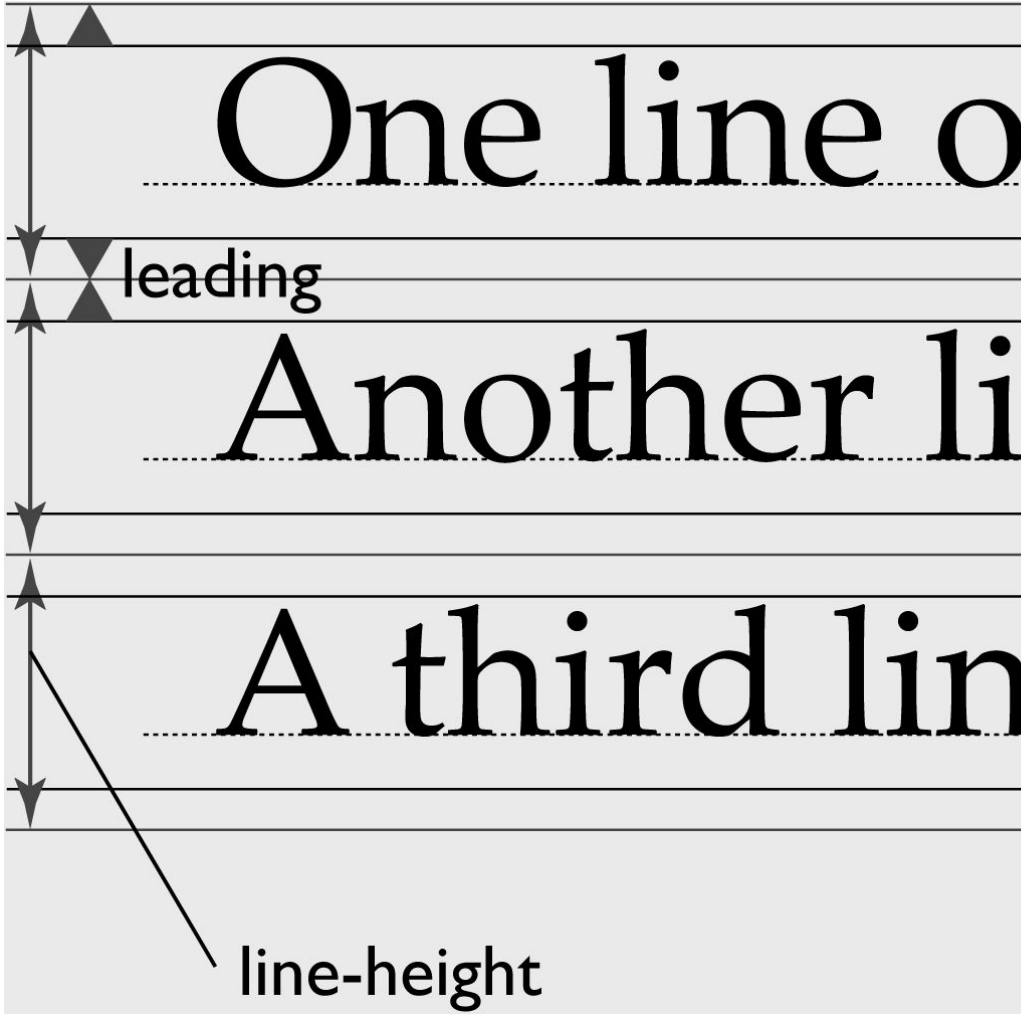
Type / Point Size

Hierarchy
Print compared to Web

Print the optimal point size
for body text is 10–12 point.

Web the optimal size
is 15–25 pixels.

Article Link



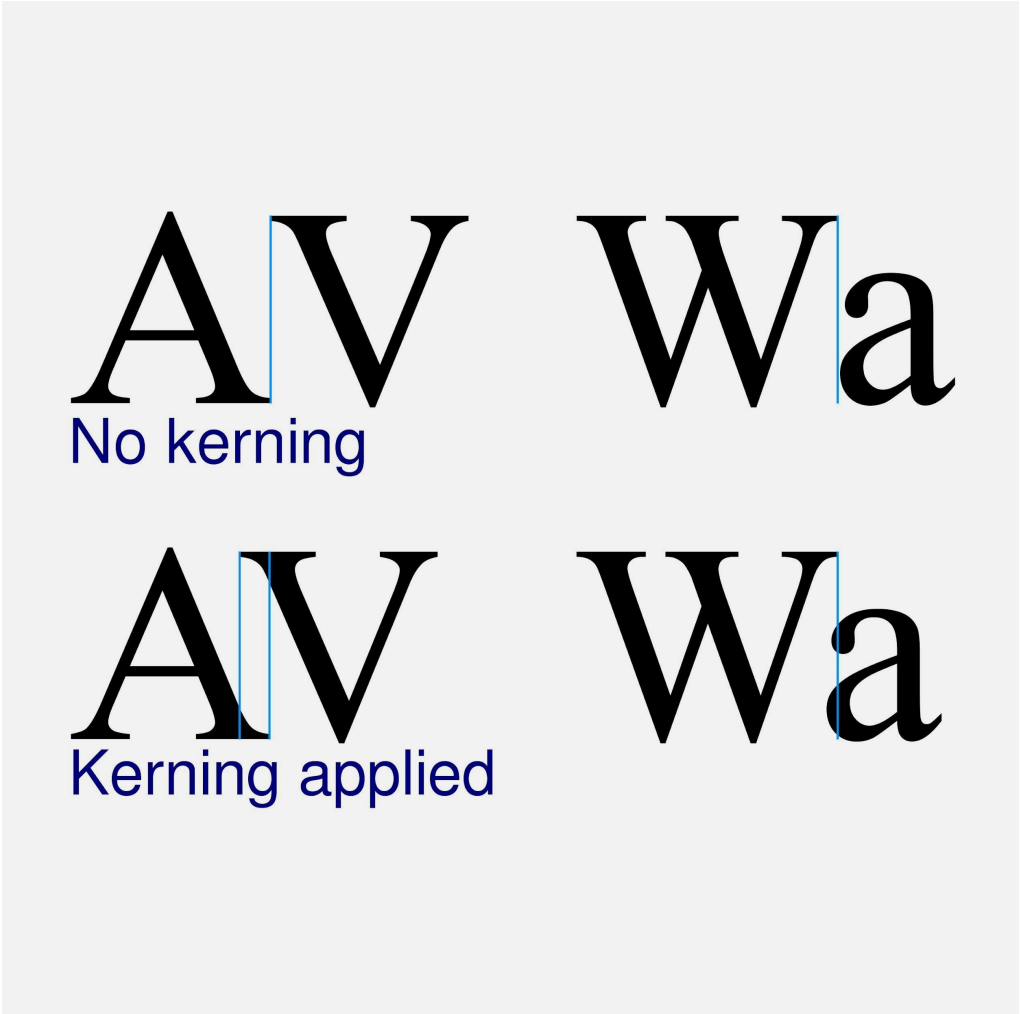
Type / Leading Line-spacing

Leading is the distance between two baselines of lines of type.



Type / Tracking Letter-spacing

Letter-spacing and tracking refers to an optically degree of increase (or sometimes decrease) of space between letters to affect visual density in a line or block of text.



Type / Kerning

Adjusting the space between pairs of letters

Kerning is the process of adjusting the spacing between two characters in a proportional font, usually to achieve a visually pleasing result.



Type / Variable Fonts

Variable Fonts

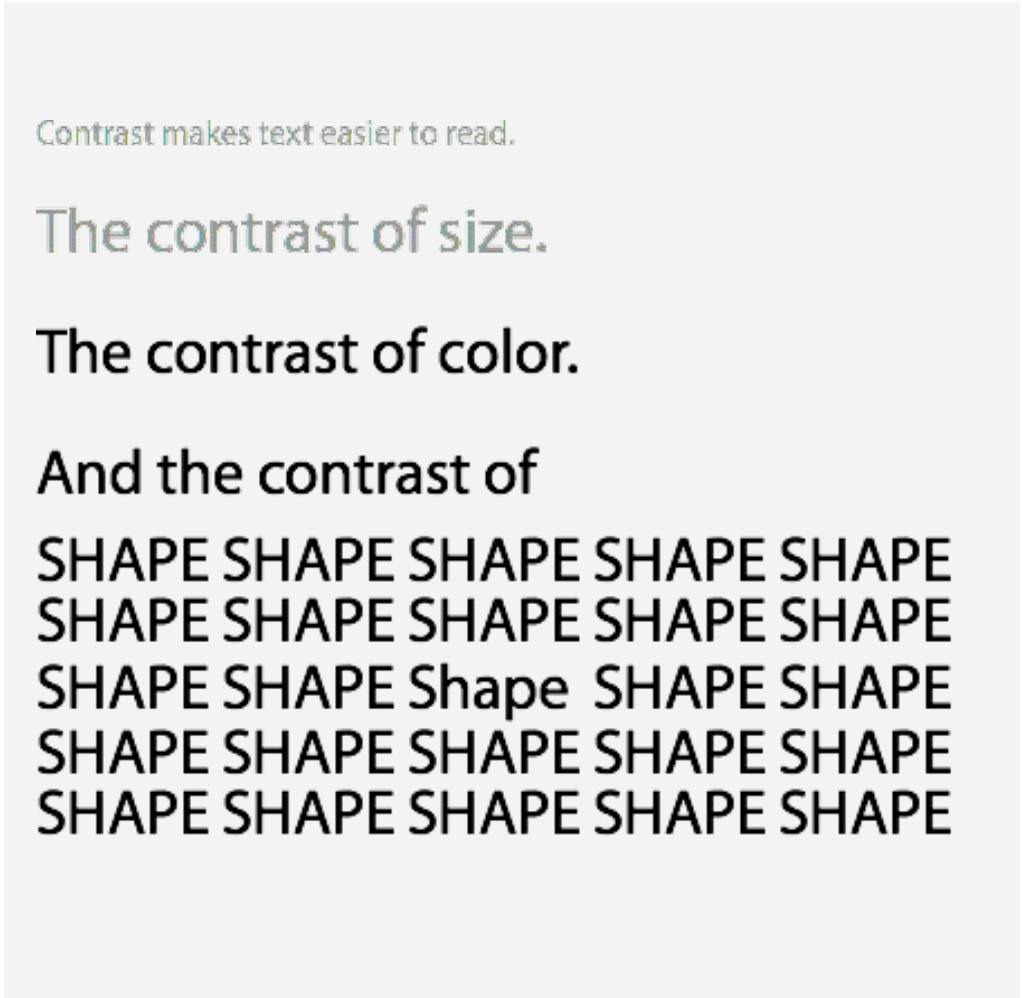
V Fonts



Type Rules / When in doubt Use Helvetica or Arial



Type Rules /
DO NOT
stretch type
vertically or
horizontally!



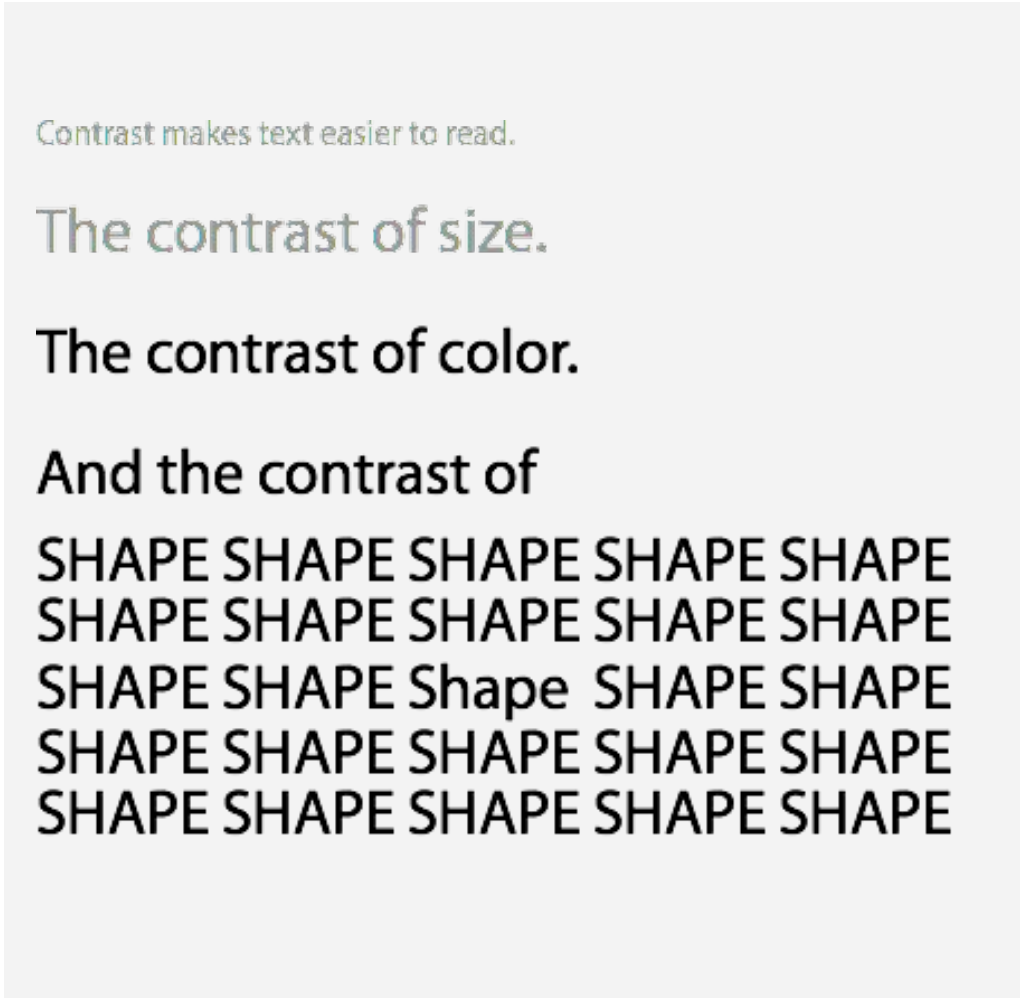
Type Rules / Initial Caps

Initial caps, easier to read:

The sun began to set, casting a warm, golden glow over the tranquil beach. As the waves gently lapped at the shore.

All caps, hard to read:

MORE COMPLICATED TO RED: THE SUN BEGAN TO SET, CASTING A WARM, GOLDEN GLOW OVER THE TRANQUIL BEACH. AS THE WAVES GENTLY LAPPED AT THE SHORE.



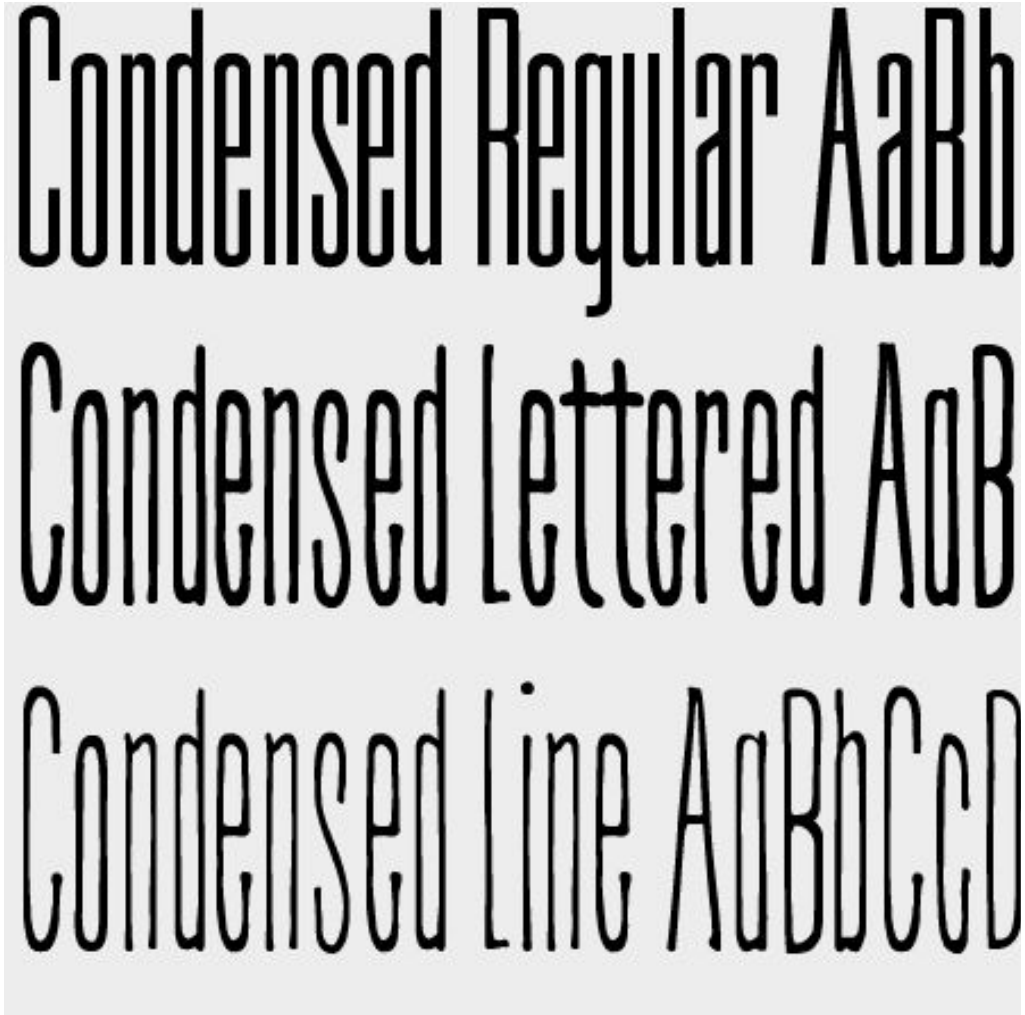
Type Rules / High Contrast

More contrast, easy to read:

The sun began to set, casting a warm, golden glow over the tranquil beach. As the waves gently lapped at the shore.

Less contrast, hard to read:

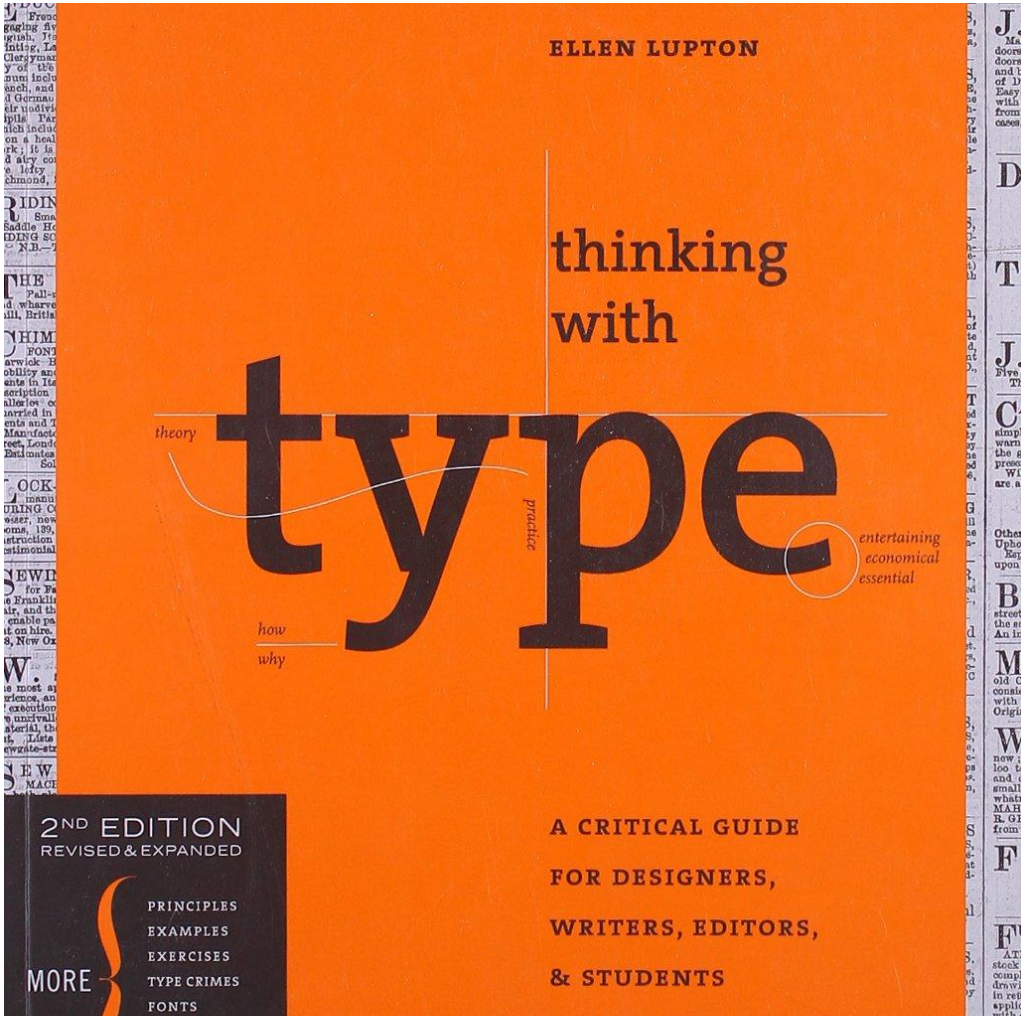
MORE COMPLICATED TO RED: THE SUN BEGAN TO SET, CASTING A WARM, GOLDEN GLOW OVER THE TRANQUIL BEACH. AS THE WAVES GENTLY LAPPED AT THE SHORE.



Type Rules / Condensed type is harder to read.

Easy to read:
The sun began to set, casting a warm, golden glow over the tranquil beach.

Harder to read:
The sun began to set, casting a warm, golden glow over the tranquil beach.

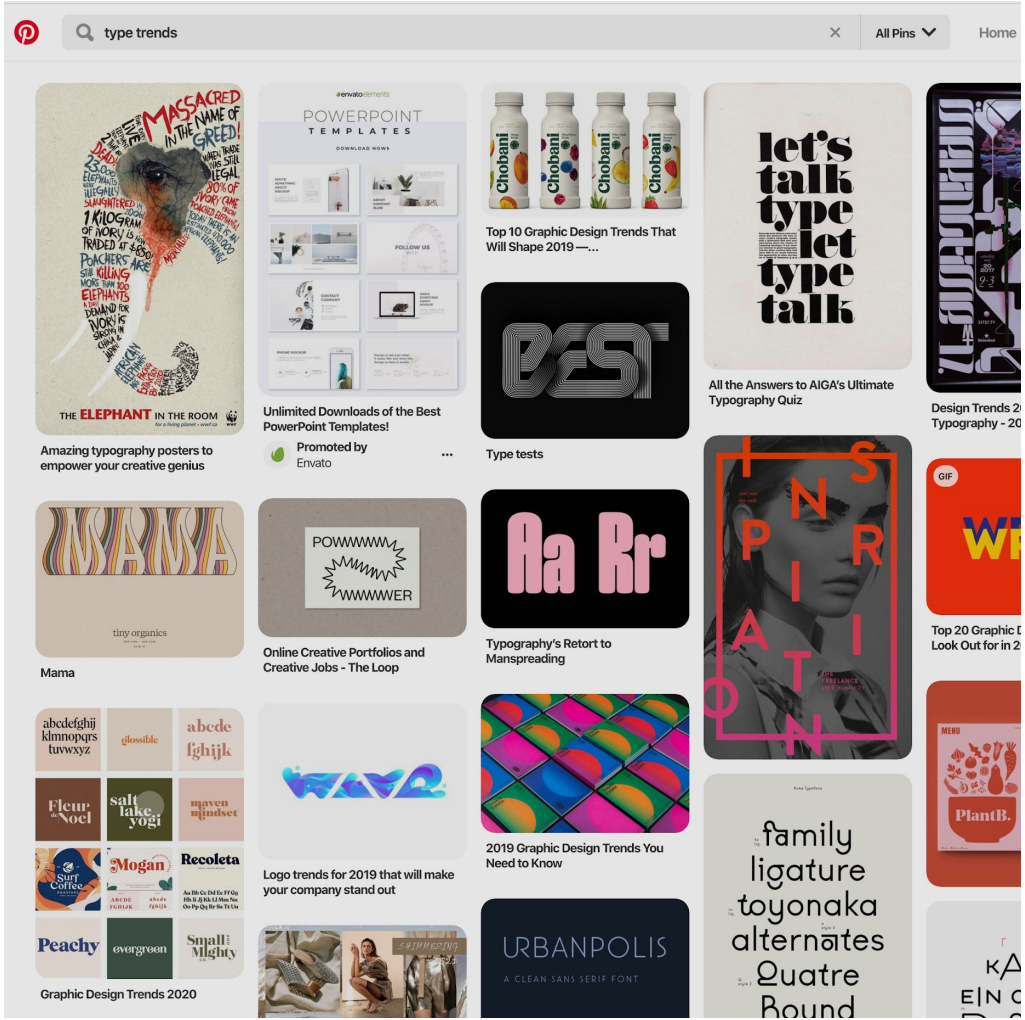


Type / Thinking with Type

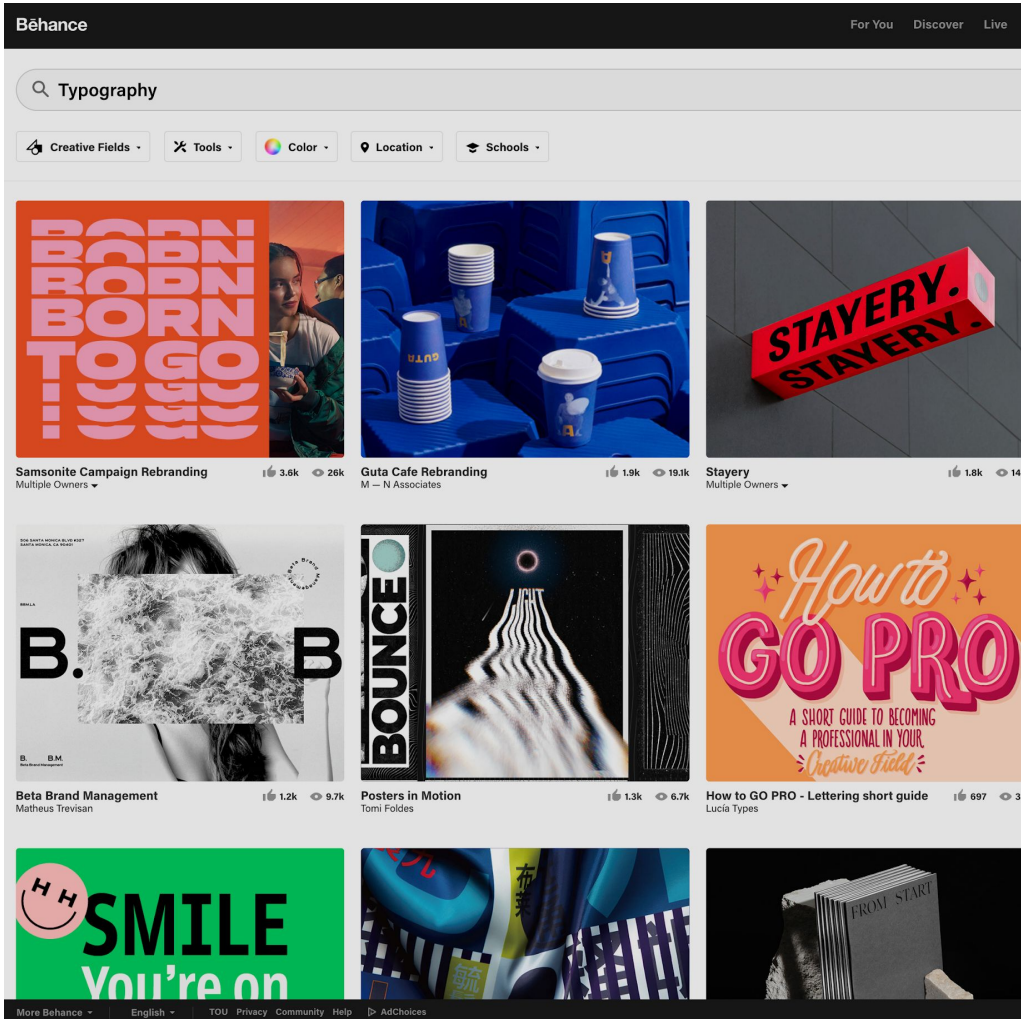
By Ellen Lupton

Thinking with Type
PDF on Canvas

Type / Moodboards



[Pinterest Moodboards]



Type / Trends 2023

Behance Link



Type / Languages

How to design for multiple languages.



Type / Legibility and Readability

Accessibility / Contrast and Weight

Article to read

Layout / Composition?



Proximity
White space
Alignment
Contrast
Hierarchy
Repetition

Article



Layout / Line Length

Line length is the distance between the left and right edges of a text block. Overly long lines are a common problem, but they're easy to correct. Shorter lines will make a big difference in the legibility and professionalism of your layout.



Under Capitalism, *"the majority of people spoil their lives by an unhealthy and exaggerated altruism—are forced, indeed, so to spoil them"*

altruistic virtues have really prevented the carrying out of this aim. Just as the worst slave-owners were those who were kind their slaves, so prevented the horror of the system being realised by those who suffered from it, and understood by those who contemplated it, so, in the present state of things in England, the people who do most harm are the people who try to do most good; and at last we have had the spectacle of men who have really studied the problem and know the life–educated men who live in the East End–coming forward and imploring the community to restrain its altruistic impulses of charity, benevolence, and the like. They do so the ground that such charity degrades and demoralises. They are perfectly right. Charity creates a multitude of sins.

There is also this to be said. It is immoral to use private property in order to alleviate the horrible evils that result from the institution of private property. It is both immoral and unfair.

Under Socialism all this will, of course, be altered. There will be no people living in fetid dens and fetid rags, and bringing up unhealthy, hunger-pinched children in the midst of impossible and absolutely repulsive surroundings. The security of society will not depend, as it does now, on the state of the weather. If a frost comes we shall not have a hundred thousand men out of work, tramping about the streets in a state of disgusting misery, or whining to their neighbours for alms, or crowding round the doors of loathsome shelters to try and secure a hunch of bread and a night's unclean lodging. Each member of the society will share in the general prosperity and happiness of the society, and if a frost comes

are Governments armed with economic power as they are now with political power; if, in a word, we are to have at many people who, having no private property of their own, and being always on the brink of sheer starvation, work of beasts of burden, to do work that is quite uncongenial to tr civilisation, or culture, or refinement in pleasures, or joy of life. From their collective force Humanity gains much in material prosperity. But it is only the material result that it gains, and the man who is poor is in himself absolutely of no importance. He is merely the infinitesimal atom of a force that, so far from regarding him, crushes him: indeed, prefers him crushed, as in that case he is far more obedient.

Of course, it might be said that the under conditions of private property is not always, or even as a rule, of a fine or wonderful type, and that the poor, if they have not culture and charm, have many virtues. Both these statements would be quite true. The possession of private property very often extremely demoralising, and that is, of course, one of the reasons why Socialism wants to get rid of the institution. In fact, property is really a nuisance. Some years ago people went about the country saying that property has duties.

They said it so often and so tediously that, at ss attention to business, endless bother. If property had simply pleasures, we could stand it; but its duties make it unbearable. In the interest of the rich we must get rid of it. The virtues of the poor may be readily admitted, and are much to be regretted. We are often told that the poor a|grateful for charity. Some of them are, doubt, but the best amongst the poor are never grateful. They are ungrateful,

Layout / Column

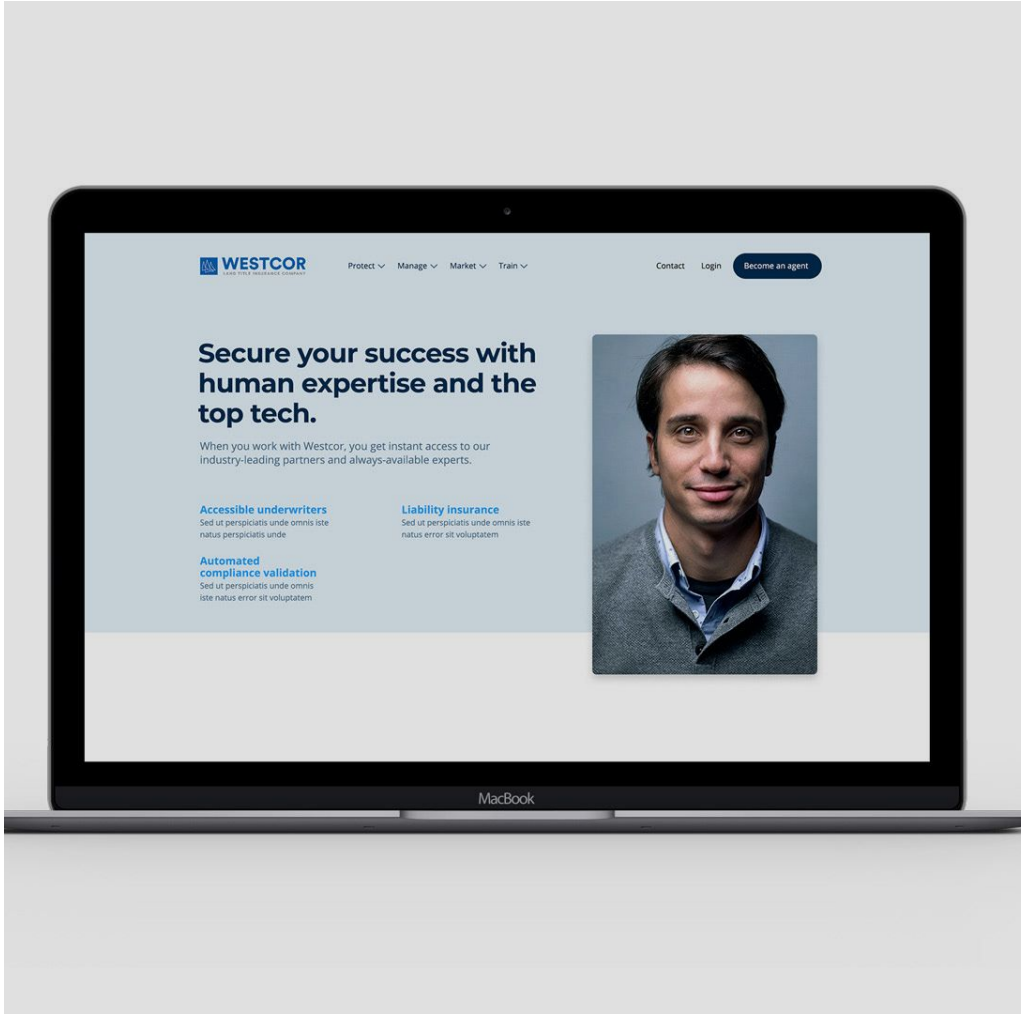
A column is one or more vertical blocks of content positioned on a page, separated by gutters (vertical whitespace) or rules (thin lines, in this case vertical). Columns are most commonly used to break up large bodies of text that cannot fit in a single page.



Layout / Page Layout

Page layout is the part of graphic design that deals in the arrangement of visual elements on a page. It generally involves organizational principles of composition to achieve specific communication objectives.

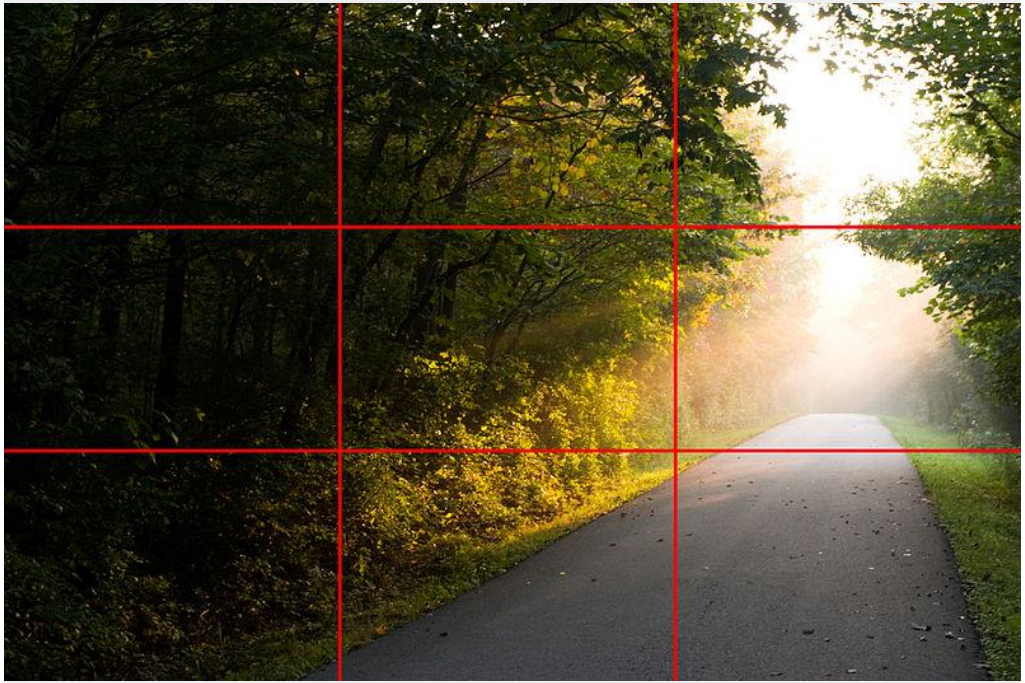
Image by Caroline Dahlberg,
Graphic Design program



Layout / Inspiration

Behance Link

Layout / Rule of Thirds

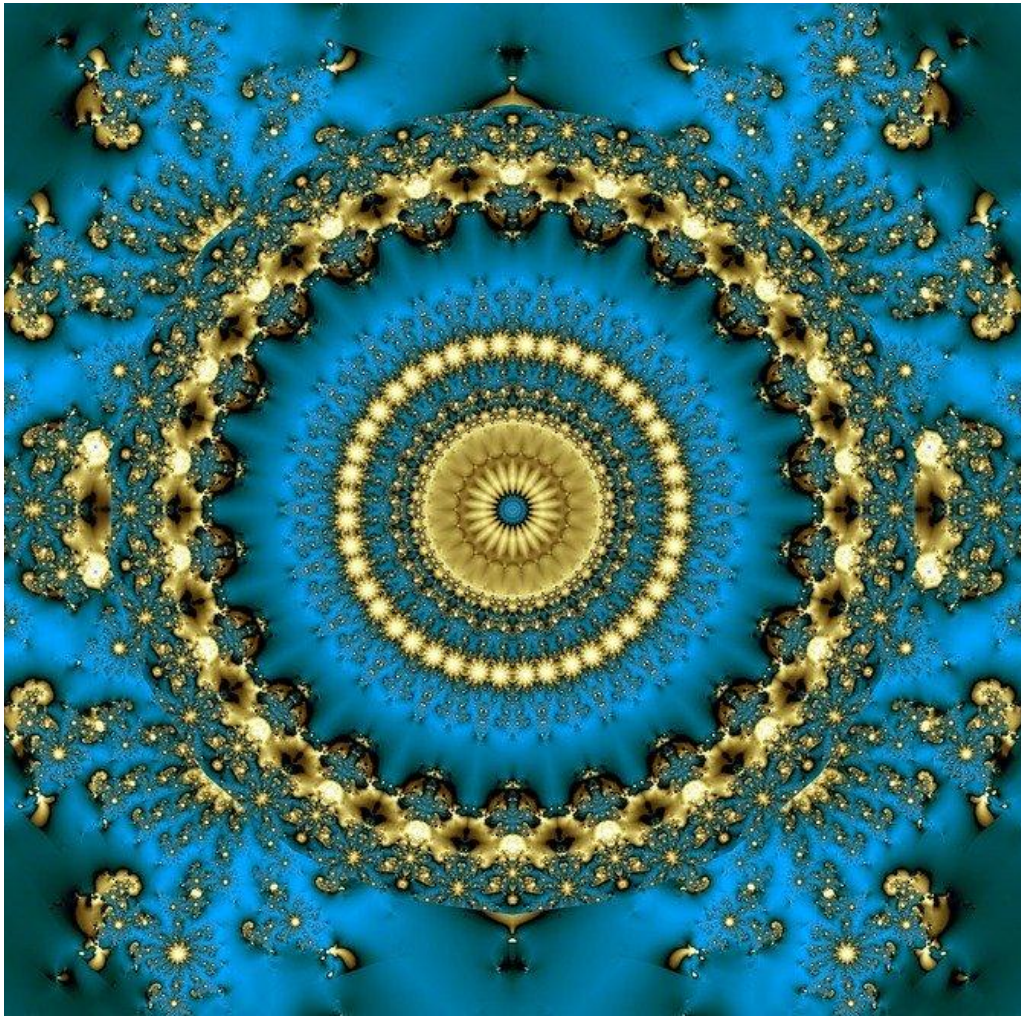


The rule of thirds is a composition guide that states that arranging the important features of an image on or near the horizontal and vertical lines that would divide the image into thirds horizontally and vertically is visually pleasing. The objective is to stop the subject(s) and areas of interest (such as the horizon) from bisecting the image, by placing them near one of the lines that would divide the image into three equal columns and rows, ideally near the intersection of those lines.



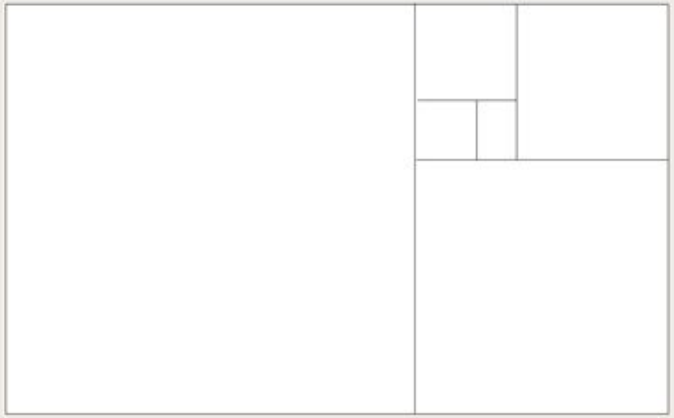
Layout / Rule of Odds

Rule of odds states that images are more visually appealing when there is an odd number of subjects. For example, 3 or 5 or 7, etc.



Layout / Break The Rules

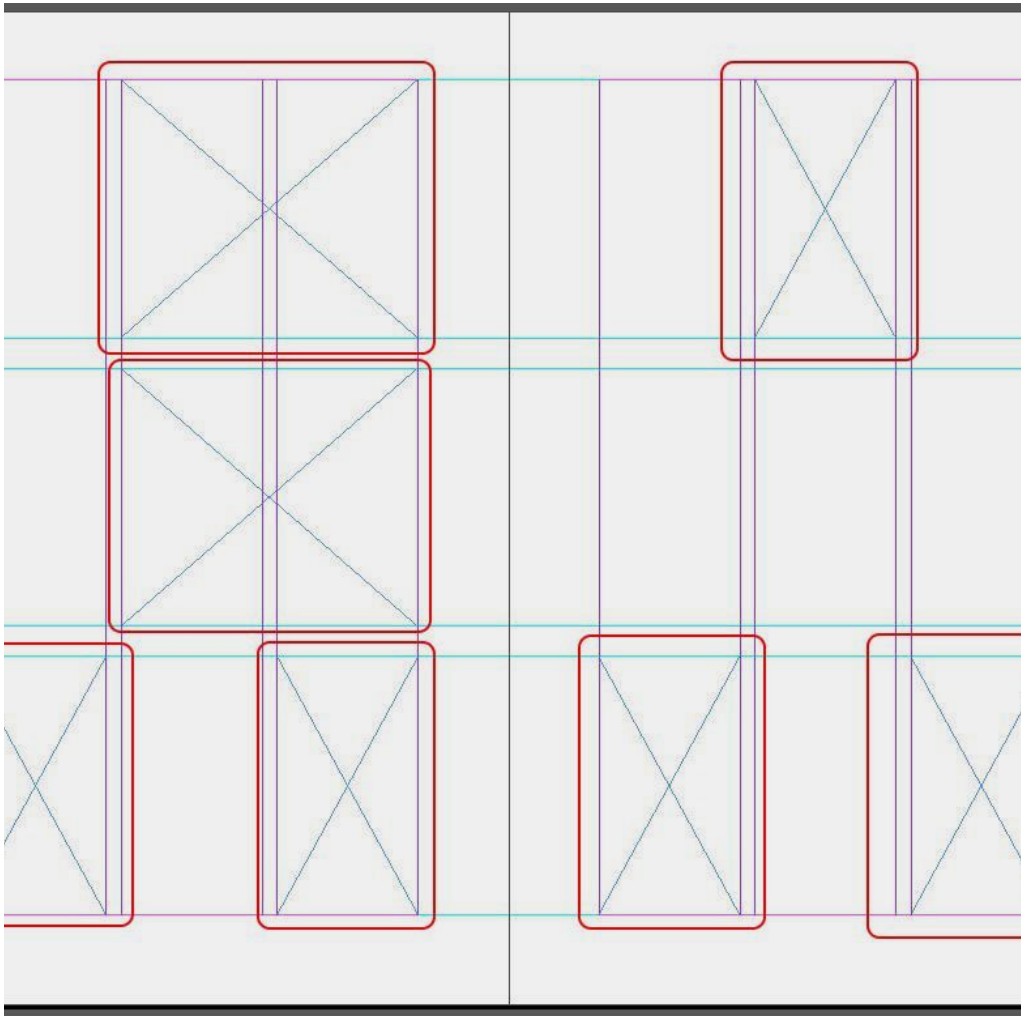
Grids / Print



The golden section, which appears in nature as well as in art and design, has many surprising properties. For example, when you remove a square from a golden rectangle, the remainder is another golden rectangle, a process that can be infinitely repeated to create a spiral.

Reading material

Thinking with Type, Grid



Grids / Modular

Article



Grids / Baseline Grids

Baseline grid is a grid of horizontal lines that are evenly spaced across your document.



Grids / App / Web Material Design

Responsive Grid



Tools 2A Type, Layout, Grid Exercise

ON CANVAS



Case Study High5Girls.dk

HIGH FIVE GIRLS

High5Girls is an initiative focused on empowering and inspiring young girls, particularly in the fields of science, technology, engineering, and mathematics (STEM). The program aims to bridge the gender gap in STEM by providing mentorship, educational workshops, and networking opportunities to girls, encouraging them to pursue careers in these traditionally male-dominated fields.

high5girls.dk



Q&A

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