

Analysis of typography

Module Name: ICT Tools and Digital Media

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Learning Objectives

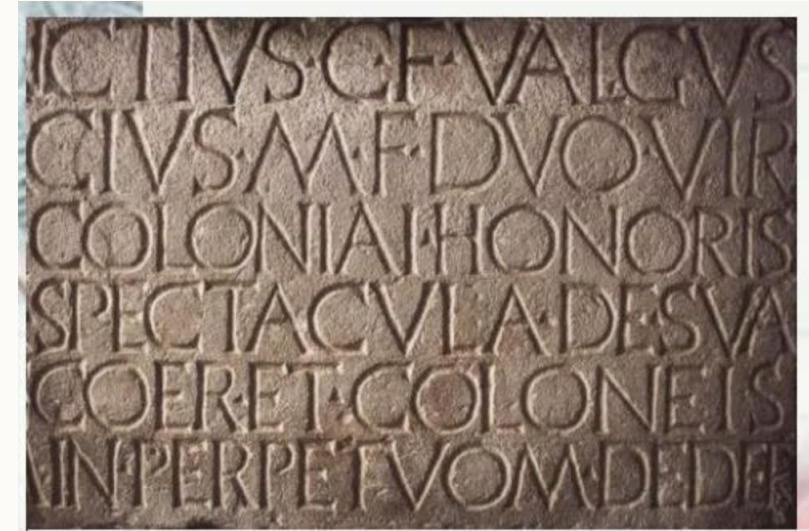


- **Identify** major typeface categories and historical developments in typography.
- **Describe** how font size, spacing, and style affect readability and visual perception.
- **Apply** appropriate typefaces for different media, purposes, and audiences.
- **Analyse** how typography contributes to branding and user experience.
- **Justify** font choices in terms of inclusivity and accessibility.
- **Design** a visually balanced and readable typographic layout for a practical project (e.g., business card).

History and Evolution of Typefaces

Typefaces have evolved significantly since their invention, with various styles and trends influencing visual perception throughout history.

From Roman letters carved in stone to modern digital fonts, typography has reflected the artistic and cultural movements of each era.



Modern typographies and their applications

Analysis of modern typographies, such as sans-serif and serif, and their uses in graphics and multimedia.



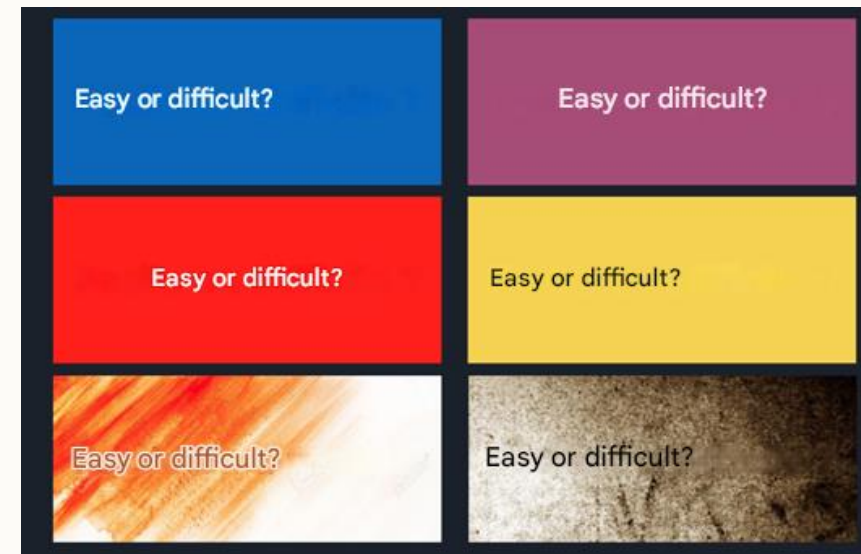
Impact of typography on readability

A study of how different typographies affect readability, taking into account character size, shape, and color.



Ethical and inclusive typography

Discussion of typographies that promote inclusion and accessibility, examining examples of fonts designed for people with visual impairments or special needs.



The Fundamental Role of Typography



More Than Words

Typography conveys intention beyond the literal text, communicating tone and personality.

Key Influences

Typography affects readability, creates emotional atmosphere, and establishes information hierarchy.

Font Families

Serif (classic), Sans Serif (modern), and Script (creative) each convey different messages.

Serif

Sans-Serif

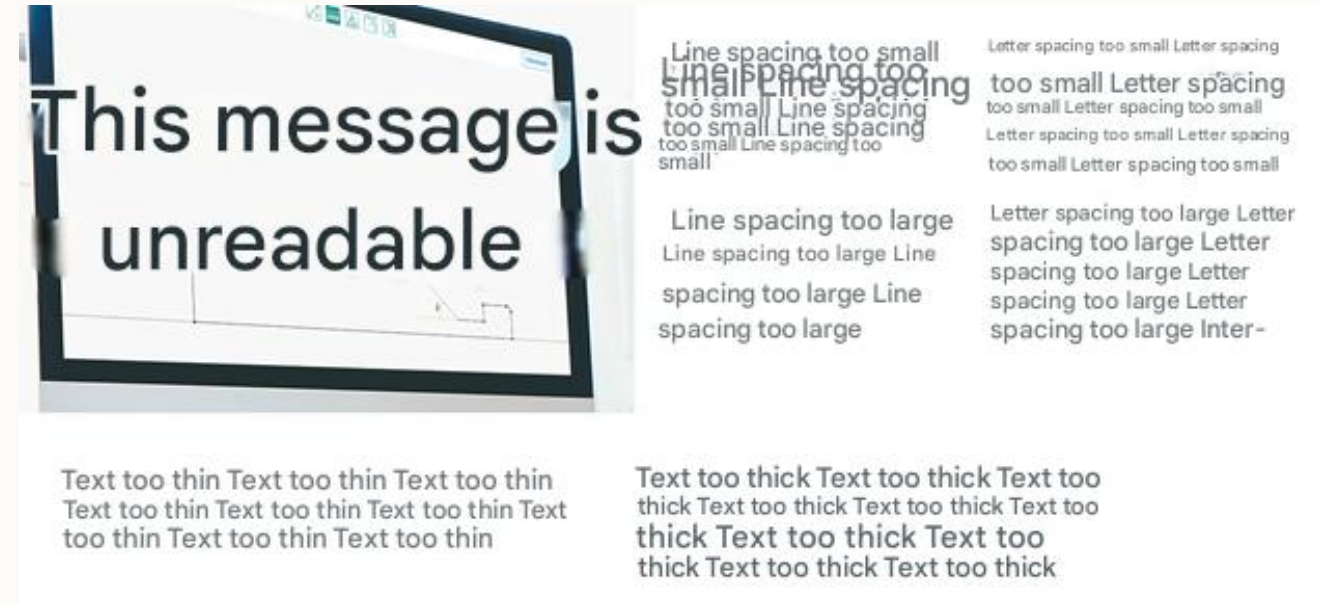
Script

Readability and Reading Comfort

Essential Elements

- Font size
- Line spacing
- Letter spacing
- Contrast between text and background

Finding the right balance ensures optimal reading comfort. Too small text or tight spacing can tire eyes, while spaces that are too wide can break reading rhythm.



Good contrast enhances readability and makes the reading experience much more pleasant.

Typography Families and Their Meanings

Classic Families

Humanes, Garaldes, and Reales evoke tradition, elegance, and rationality, drawing from the Renaissance and Classical periods.



Script Families

Scriptes and Manuaires mimic handwriting, adding personality, elegance, and a relaxed style to designs.



Modern Families

Linear (sans-serif) fonts offer optimal readability for contemporary communication, especially in technology.



How to Choose and Combine Fonts

Choosing Typography

Consider the message you want to convey, your target audience, and the symbolism behind the typography.

Typography embodies the soul of your content—elegant fonts for formal documents, playful fonts for children's content.

Combining Fonts

Use two or three fonts maximum in a project:

- Main font for body text
- Secondary font for titles
- Accent font for highlights

Ensure fonts share consistent visual characteristics for harmony.

- **Best practices: Use complementary fonts.**
- **Mistakes to avoid: Don't mix too many different fonts**

Typography and Brand Identity

Visual Perception

Typography strongly influences how your brand is perceived by the public, strengthening visual identity and creating lasting bonds with customers.

Consistency

Typographic consistency plays a crucial role in building brand recognition across all communication media, creating an easily recognizable identity.

Case Studies

- Coca-Cola uses recognizable script typography,
- Google favors modern sans-serif, and
- Vogue uses elegant and sophisticated typography.

Business Card Typography

Design Considerations

- Choose between single or double-sided based on information needs
- Respect your brand's graphic charter (colors, fonts, logo)
- Use maximum two fonts for visual harmony
- Font size should never be smaller than 8pt

Popular professional fonts include Helvetica (used by Panasonic) and Futura.



THE most common business card design mistakes



The business card that meets the design standards of a business card visit

The format horizontal is strongly recommended



La carte de visite horizontale permet de mieux disposer les différentes information que vous avez décider de mettre sur celle-ci.



Preferably choose a format of 8.5cm x 5.5cm. This is the standard format.

Font Selection

Choose fonts that are clear, airy, and readable for everyone, including people with visual impairments.

Companies that use the font Helvetica



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Panasonic logo (Blue).svg by [Crotalus horridus](#), [Monaneko](#)

Companies that use the font Futura



[File:Artek wordmark.svg](#)

Accessibility in Typography

Visual Impairments

Recommended fonts: Arial, Verdana, Calibri, Trebuchet, Helvetica, and Routes

Suggested font size: 18 to 20 pt

For Braille translation: Arial at 48 pt

Comprehension Difficulties


Recommended fonts: Arial and Tahoma

Clear spacing and alignment improve readability


Spacing Considerations

Proper spacing between letters, words, and lines enhances readability for all users

 Avoid writing in italics or writing with outlines or shading.

 Times New Roman, Garamond, *Lucida calligraphy*.

- Prefer a sans-serif font, known as a "stick" font, for titles and short documents.


 Sans serifs

 With serifs

- Instead, use fonts like:
 - Arial for words.
 - Verdana for numbers

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 - -Verdana for numbers.

- The recommended font size is 14.

 Keep the same font throughout the document


Text Alignment and Spacing

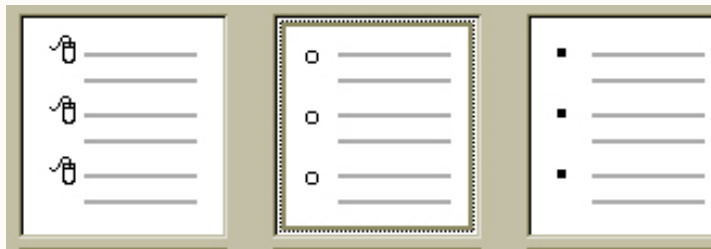
Alignment Best Practices

Left-aligned text is generally most readable on screens.

Avoid justified text on the internet as it can create uneven spacing between words, making content harder to read.

Proper alignment helps guide the reader's eye through the content in a natural flow.

 It is best to left align text so that it is easy to read, i.e. automatically and effortlessly.



[Link to Assignment on Art and Science of Typography](#)

[Link to Assignment on Business Card Creation](#)

Spacing Guidelines

Leave enough spacing between lines so readers' eyes can move quickly.

If line spacing is too tight, text becomes difficult to scan; if too wide, lines appear disconnected.



Characters too close together in a word make the word illegible.

Characters too far apart break up the word and make reading very difficult.



A study showed that dyslexic children made 20% fewer reading mistakes thanks to the spacing of letters within a word, and of words within a text.



It is recommended to use a font at least as wide as Arial 14