

244 DESIGN STUDIO II

Typography isn't rocket science

BRINGHURST

1972

1975

1982

Poems 1972-82 - 1982

1986

Music - 1986

Load - 1987

Art in Canada

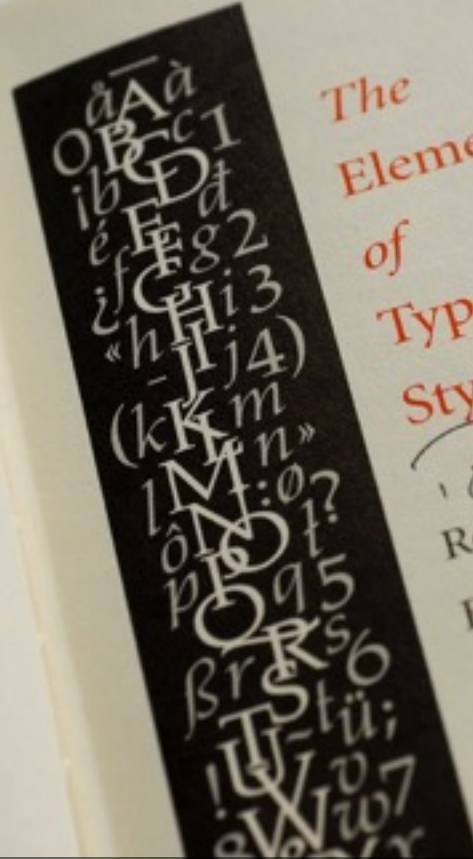
re © Doris Shadbolt) - 1983

1984

with Bill Reid) - 1984

ation of Letters - 1986

alpha by Ulli Steltzer) - 1991



The Elements of Typographic Style

Robert
Bringhurst

Seattle - 2011

“Typography exists to honor content.”
–Robert Bringhurst

“Typographical design should perform optically
what the speaker creates through voice and gesture
of his thoughts.”

-El Lissitzky

Effective typography requires connecting with the reader in the voice/tone that the writer intended.

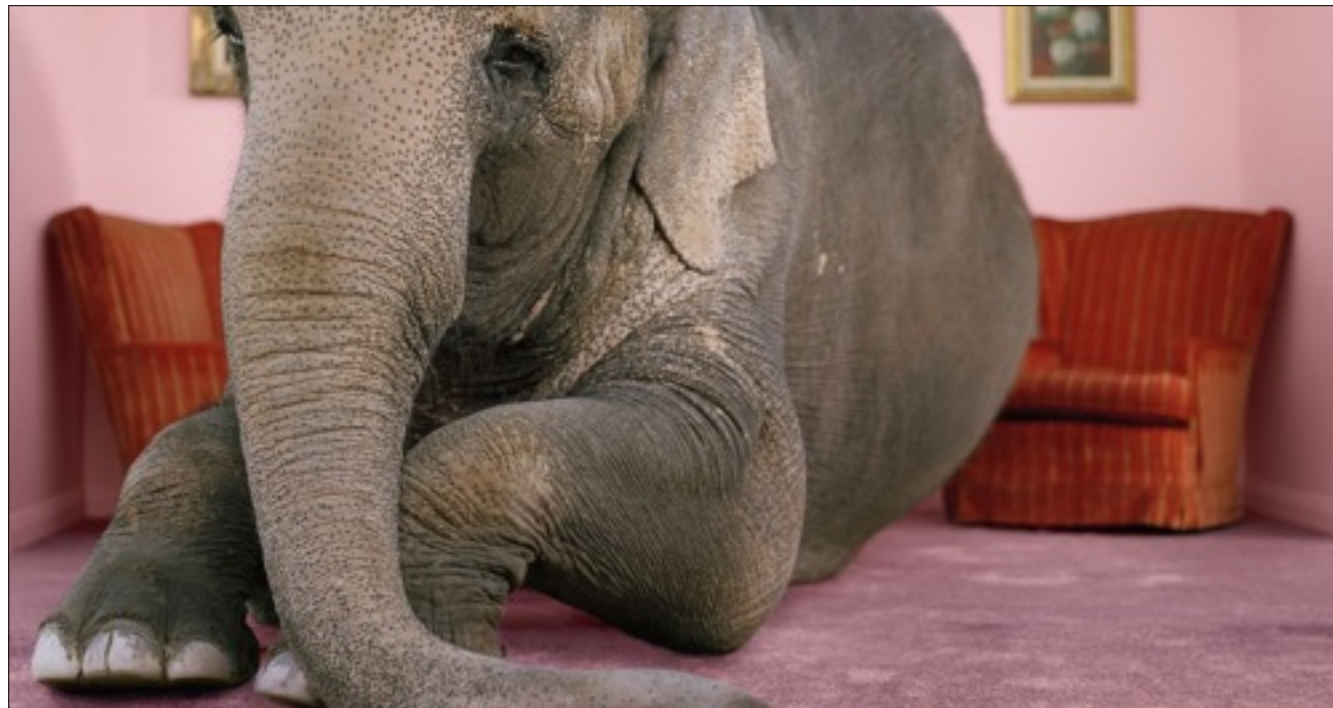
The brain asks three important questions:

Can I read it? Is it actually legible?

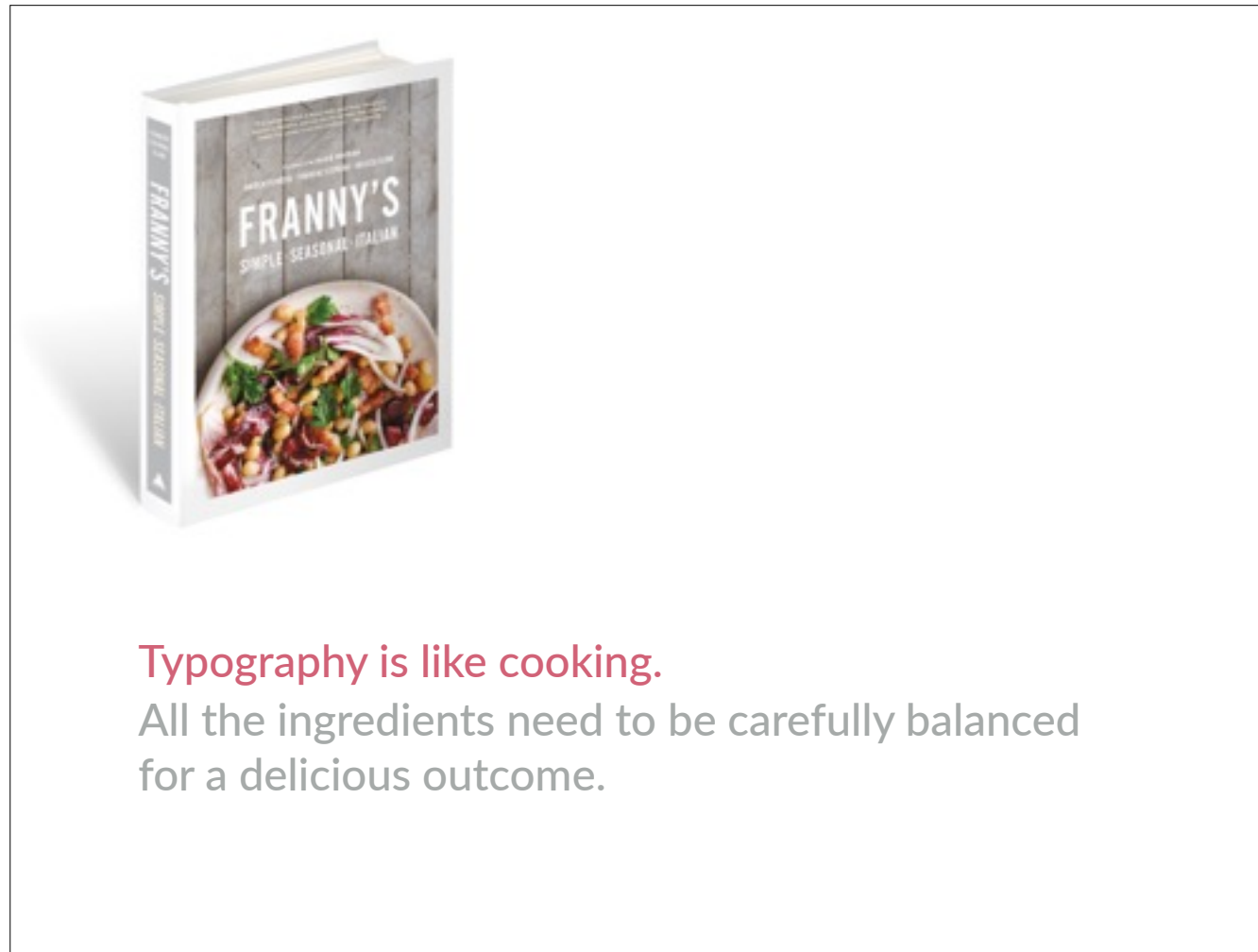
Do I want to read it? Does it look appealing to read?

Does it make sense? Does the text on the page
match the voice and message?

Effective typography requires helping not hindering
the reader in their task.



Effective typography is invisible.
Bad typography is the elephant in the room.



Typography is like cooking.

All the ingredients need to be carefully balanced for a delicious outcome.



Who are you cooking for?

- children
- adults
- voracious readers
- grazers



What meal are you serving it up?

- website
- novel
- magazine
- application form
- storybook



There are four basic “ingredients”:

- Typeface (style, weight, x-height)
- Type size
- Measure (line length, or column width)
- Leading

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Small changes to your ingredients will impact
the overall “flavour”

Few text faces read well set solid (10/10pt). Adding 20-30% leading improves readability. How much depends on factors such as x-height and line length.

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If leading is too tight, it is easy to jump to the next line without finishing the first and “lose your place”.

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If leading is too loose, the text no longer appears continuous and appears as individual shapes, instead of a continuous paragraph.

Good cooks add 20-30% leading in body copy.

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Learn to recognise the sweet spot

9/11 Iliate parum il esequ vit, si ut quias vel entis dicitate pa dior remquuntl te volestio ius. Es volorio nsequ mos magnis il experchillo officia nissima verum facepernam, officae reius. Cae aboriam lam quam, cum lat quiberia pera cus, ipid utatiatur, verion nus aut exeremporro derias etur aut ut aut is maionsedis aborest mint lant. Musaperio dolo vollupt amusciist que qui dunt venisit iosserruptus ea velitis mil id escidis dolorem que enia venda quibers pideribus as es nemque ex elitiunt expeditas doluptatur, suntotatia sectat a is idem harum faces id moloriti odictem faccum voluptatur rempore perfera turepud igent, core nonessit, sin esti ipsuntisti quis et faccatur alisti imporro te net dunt acis restin conet. Cae aboriam lam quam, cum lat quiberia pera cus, ipid utatiatur, verion nus aut exeremporro derias etur aut ut aut is maionsedis aborest mint lant. Musaperio dolo vollupt amusciist que qui dunt venisit iosserruptus ea velitis mil id escidis dolorem que enia venda quibers pidenibus as es nemque ex elitiunt expeditas doluptatur, suntotatia sectat a is idem harum faces id moloriti odictem faccum voluptatur rempore perfera

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Adding 20% is a safe bet for narrower columns.

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Longer measures may require more leading.

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Adjust where needed

- Shorter line lengths need minimal leading to keep the eye moving down instead of sideways.
- Longer line lengths need more leading to accommodate the long horizontal motion of reading.

Good cooks measure carefully

- Robert Bringhurst suggests that a measure of 66 characters is ideal for good readability in a single column of continuous text (websites, novels, etc.).
- 50-75 characters is acceptable.
- The average English word has 5.5 characters. Therefore, a measure of twelve words is ideal for single column texts.
- 9-14 words is considered an acceptable range.

Good cooks measure carefully

Robert Bringhurst suggests that a measure of 66 characters is ideal for good readability in a single column continuous text (websites, novels, etc.).

50-75 characters is acceptable, depending on the length and purpose of the text and how much the text is broken up by paragraphs, bullets, etc. (When counting characters, include spaces and punctuation.)

The average English word has 5.5 characters. Therefore, a measure of twelve words is ideal for single column texts.

9-14 words is considered an acceptable range.

Good cooks measure carefully

- For multiple column grids (magazines, reports, sidebars, etc.), 35-50 characters is considered ideal (6-9 words).
- Depending on the content, 5-7 words is also common.
- The more the content is intended to be read continuously, the longer the line should be. (e.g. Walrus Magazine versus Hello!)

14 words The invention of the chilled packaged sandwich, an accessory of modern British life which is so influential, so multifarious and so close to hand that you are probably eating one right now, took place exactly 37 years ago. Like many things to do with the sandwich, this might seem, at first glance, to be improbable. But it is true. In the spring of 1980, Marks & Spencer, the nation,Åôs most powerful department store, began selling packaged sandwiches out on the shop floor. Nothing terribly fancy. Salmon and cucumber. Egg and cress. Triangles of white bread in plastic cartons, in the food aisles, along with everything else. Prices started at

9 words The invention of the chilled packaged sandwich, an accessory of modern British life which is so influential, so multifarious and so close to hand that you are probably eating one right now, took place exactly 37 years ago. Like many things to do with the sandwich, this might seem, at first glance, to be improbable. But it is true. In the spring of 1980, Marks & Spencer, the nation,Åôs most powerful department store, began selling packaged sandwiches out on the

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else. Prices started at 43p.Looking upon the nation, £8bn-a-year sandwich industrial complex in 2017, it seems inconceivable that this had not been tried before, but it hadn,Åôt. Britain in 1980 was a land of formica counters, fluorescent lighting and lunches under gravy.-†Sandwiches were thrown together from leftovers

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Test your cooking skills

What’s wrong with these typesetting examples?

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Test your cooking skills

What’s wrong with these typesetting examples?

Hierarchy

“Hierarchy helps readers scan a text, knowing where to enter and exit and how to pick and choose among its offerings.”

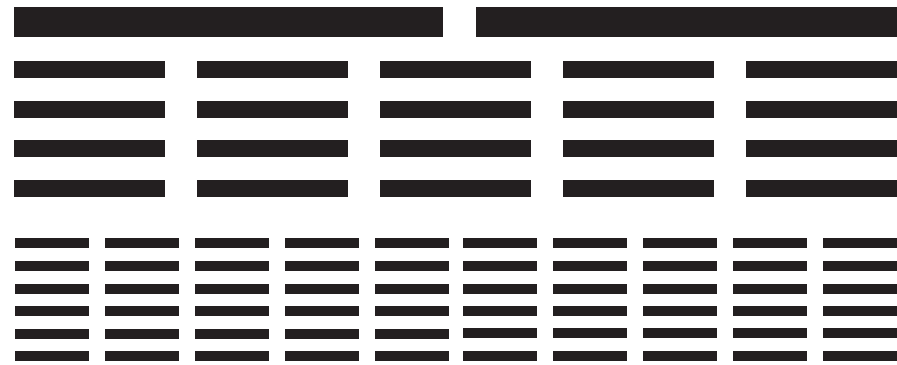
–Ellen Lupton, *Thinking With Type*.

What is hierarchy?

Hierarchy

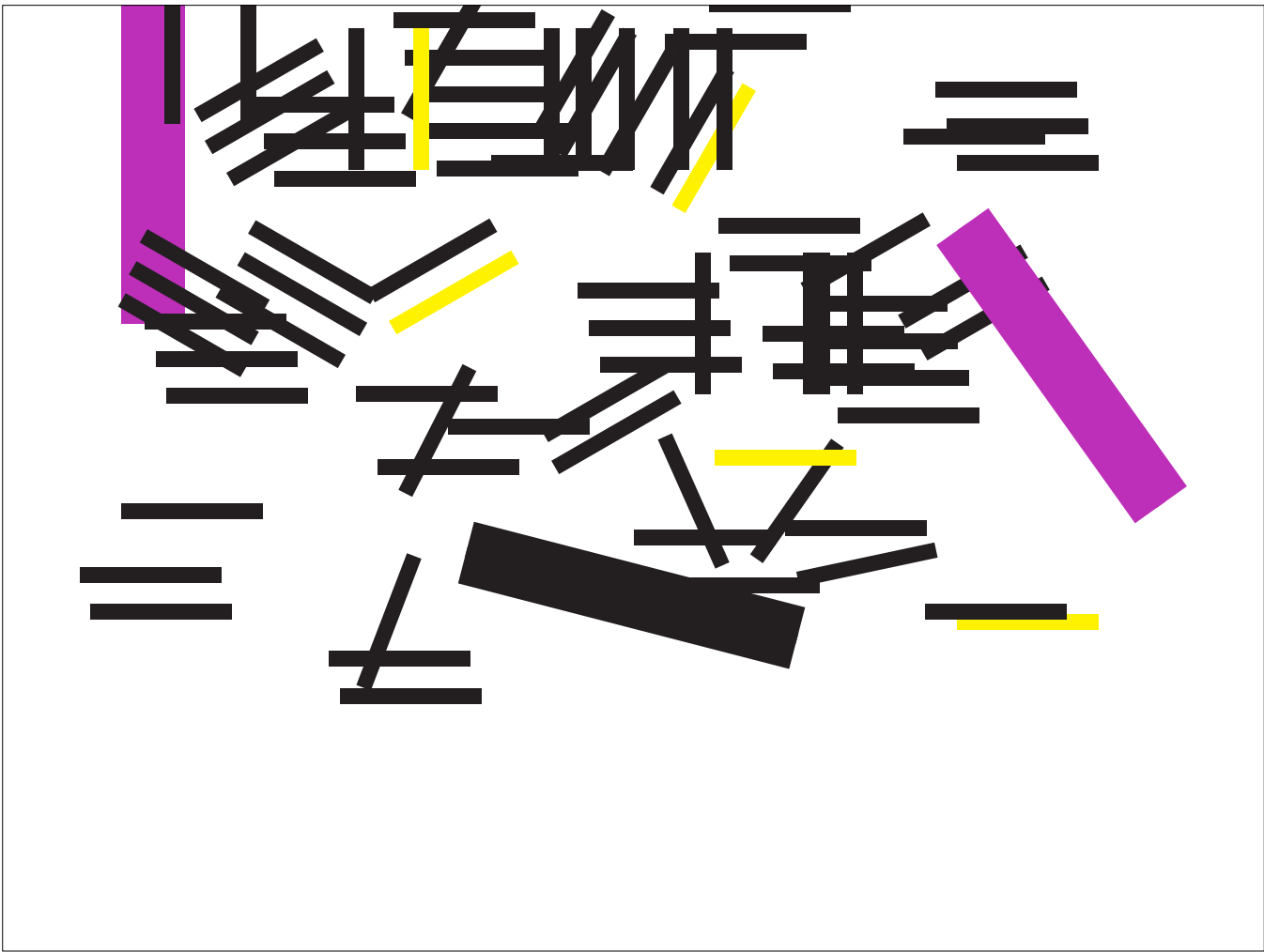
An arrangement or classification of things according to relative importance.

What is hierarchy?

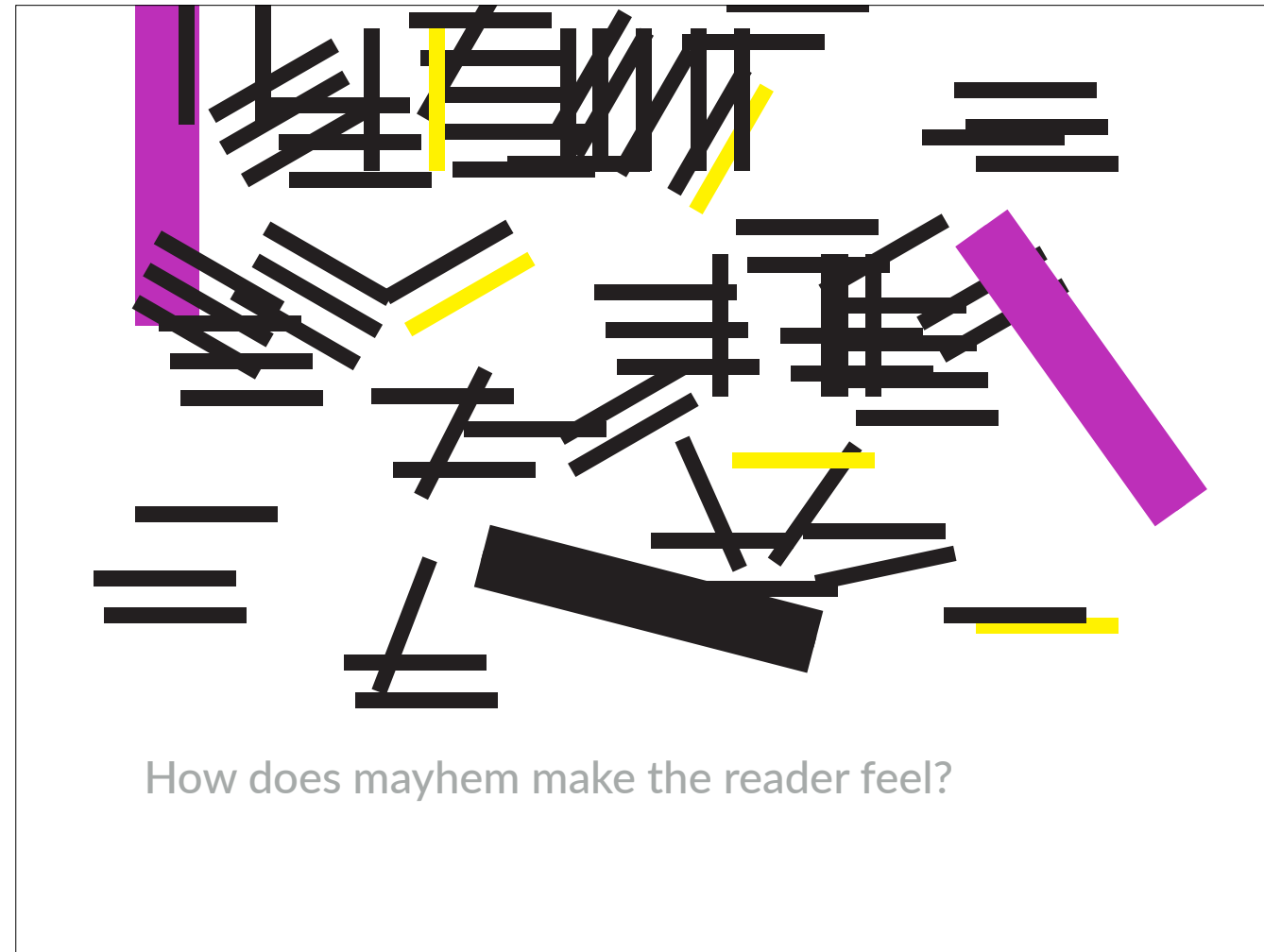


How does hierarchy make the reader feel?

Respected, guided, comfortable, in control.



What is the opposite of hierarchy?

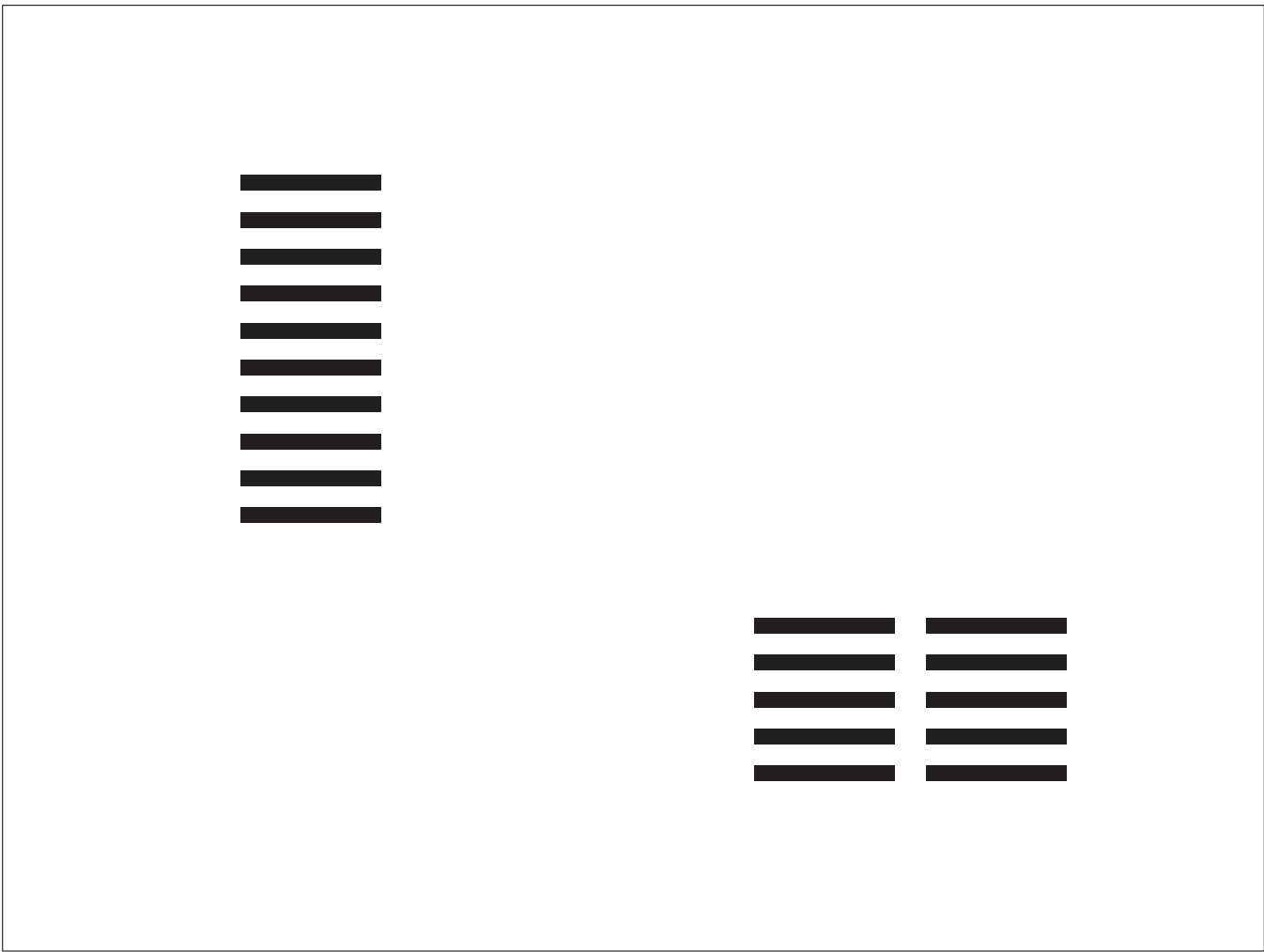


Excited, intrigued, energised, or;

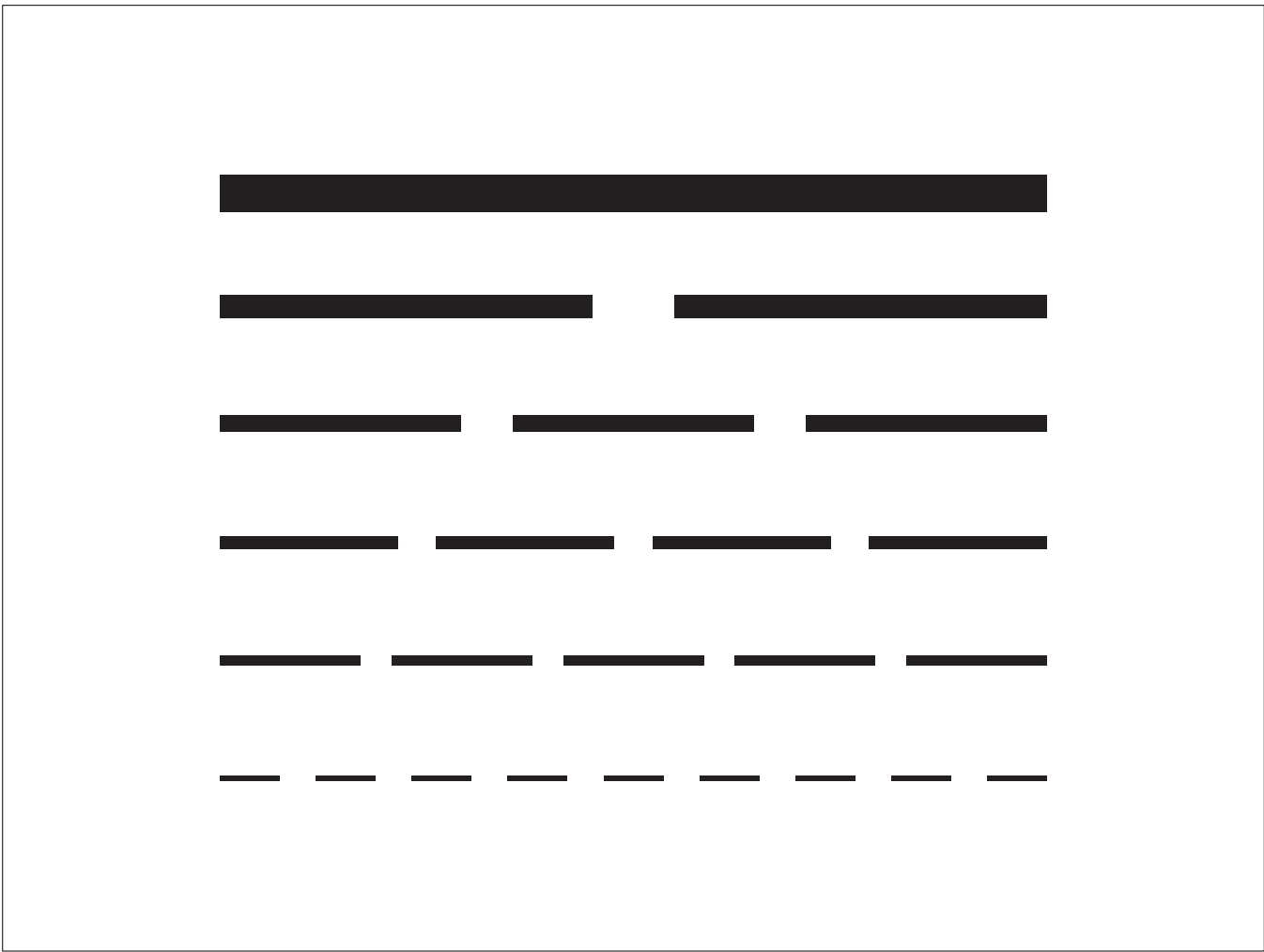
- Disrespected, distrustful, confused, impatient.

How do you want your reader to feel?

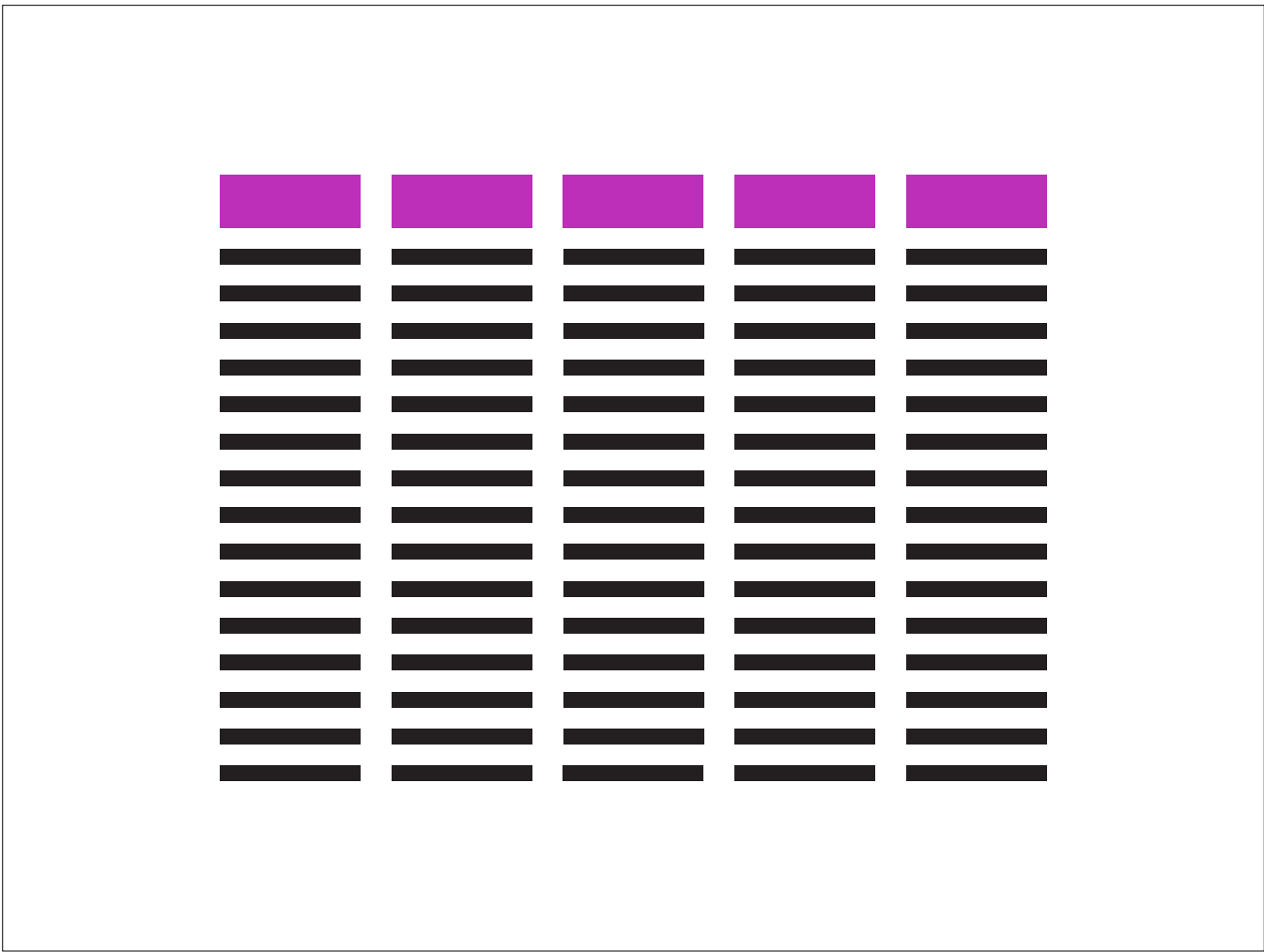
- Disrespected, distrustful, confused, impatient, or;
- Respected, engaged, guided, comfortable, in control.



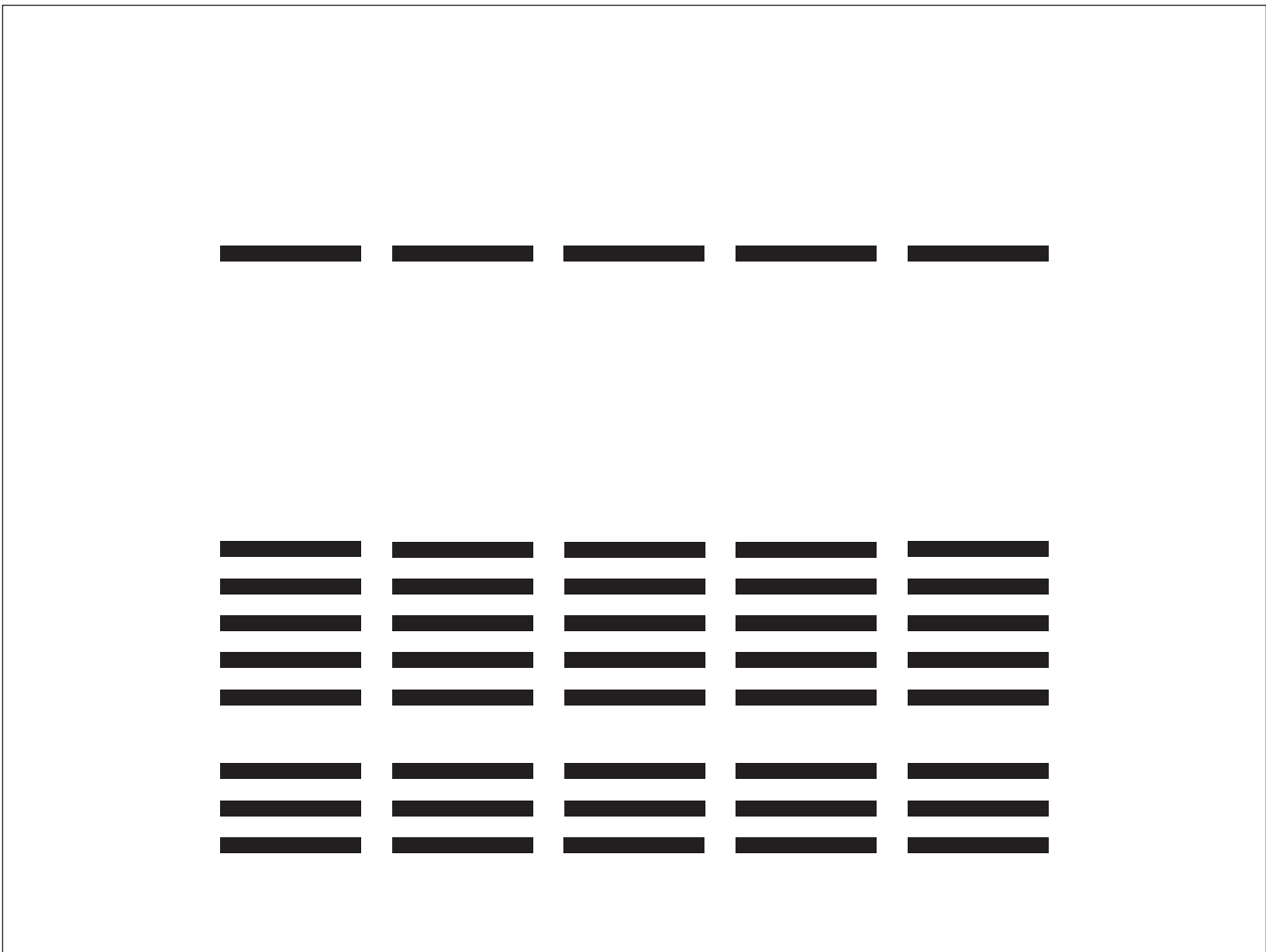
What kind of hierarchy is this?



What kind of hierarchy is this?



What kind of hierarchy is this?



What kind of hierarchy is this?

Done talking :)