


Typography 101

What is Typography?

nseparable though they are now, Eastern paper and Western books did not exactly rush into each other's arms. With a vastness of Asian steppe, desert, and mountain between them, it took centuries for the paper of Marquis Cai to reach Europe, and yet more time to inveigle itself into common use. Paper's usefulness in bookmaking, in fact, was only one of the many forces that drove its journey: of equal, if not greater importance, were humanity's parallel obsessions with religion, war, and underpants.



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What is Typography?



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The Crystal Goblet, or Printing Should Be Invisible

by Beatrice Warde (1900–1969)

Imagine that you have before you a flagon of wine. You may choose your own favourite vintage for this imaginary demonstration, so that it be a deep shimmering crimson in colour. You have two goblets before you. One is of solid gold, wrought in the most exquisite patterns. The other is of crystal-clear glass, thin as a bubble, and as transparent. Pour and drink; and according to your choice of goblet, I shall know whether or not you are a connoisseur of wine. For if you have no feelings about wine one way or the other, you will want the sensation of drinking the stuff out of a vessel that may have cost thousands of pounds; but if you are a member of that vanishing tribe, the amateurs of fine vintages, you will choose the crystal, because everything about it is calculated to reveal rather than hide the beautiful thing which it was meant to contain.



Bear with me in this long-winded and fragrant metaphor; for you will find that almost all the virtues of the perfect wine-glass have a parallel in typography. There is the long, thin stem that obviates fingerprints on the bowl. Why? Because no cloud must come

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Anatomy of Letterforms

Anatomy of Letterforms



Handglovery

Type Styles & Classifications

Type Styles & Classifications

- Serif
- Sans-serif
- Slab serif
- Monospaced
- **DISPLAY**
- *Script*
- Blackletter
- Handwriting

Type Selection



Type Selection



Type Selection



Type Pairing

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Paired with a stupendous sans that
has a similar sensibility, proportion,
and propriety.

Type Pairing

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Print & Pixel Parity

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- Still lots of sameness, so different stands out

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- Typefaces are becoming available: Typekit, Fonts.com, MyFonts, Type Network, others
- Still lots of sameness, so different stands out
- Most print techniques are possible with CSS, and many new techniques only work in digital

now—from paper to pixel