

Anatomy
Setting
Type Crimes
Suggestions

Basic Typography

Anatomy
Setting
Type Crimes
Suggestions

Anatomy

Axlbiry

Baseline

Anatomy
Setting
Type Crimes
Suggestions



Axbiy

x-height

Anatomy
Setting
Type Crimes
Suggestions

Axlbiry

Cap height / Capline

Anatomy
Setting
Type Crimes
Suggestions

Axibiy

Ascender

Anatomy
Setting
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Axlbij

Descender

Anatomy
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Suggestions

Axlb i

Black

Bold

Regular

Italic

Anatomy
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Suggestions



Sans Serif



Old Roman (Serif)



New Roman (Serif)



Slab Serif

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Setting

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Suggestions

Kerning / Tracking

Contemporary

Standard tracking

C o n t e m p o r a r y

Open tracking (200)

C o n t e m p o r a r y

Open tracking (400)

Alignment

Flush left

Sir Norman Foster

The quick brown fox jumped over the lazy brown dog. This is a collection of the primary compositions discussed in the video and analysis. These compositions are referenced in the analysis appearing in the body copy. You can click the link and it will take you to this page to viewing the compositions. Use the back button (the back arrow in circle) to return to the original page previously viewed.

Alignment

Flush left

Sir
Norman
Foster

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Center stacked

Sir
Norman
Foster

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Alignment

Flush left

Sir
Norman
Foster

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Center stacked

Sir
Norman
Foster

The quick brown fox jumped over the lazy brown dog. This is a collection of the primary compositions discussed in the video and analysis. These compositions are referenced in the analysis appearing in the body copy. You can click the link and it will take you to this page to viewing the compositions. Use the back button (the back arrow in circle) to return to the original page previously viewed.

Flush right

Sir
Norman
Foster

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Leading

40/40

Sir
Norman
Foster



11/11

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Anatomy
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Leading

40/40

Sir y
Norman
Foster



40pt

Leading

40/40

Sir
Norman
Foster



A red rectangular box is drawn around the word "Sir". A horizontal line extends from the right side of the box to the text "40pt".

11/11

The quick brown fox jumped over the lazy brown dog. This is a collection of the primary compositions discussed in the video and analysis. These compositions are referenced in the analysis appearing in the body copy. You can click the link and it will take you to this page to viewing the compositions. Use the back button (the back arrow in circle) to return to the original page previously viewed.

40/45

Sir
Norman
Foster



A red rectangular box is drawn around the word "Sir". A horizontal line extends from the right side of the box to the text "45pt".

11/14

The quick brown fox jumped over the lazy brown dog. This is a collection of the primary compositions discussed in the video and analysis. These compositions are referenced in the analysis appearing in the body copy. You can click the link and it will take you to this page to viewing the compositions. Use the back button (the back arrow in circle) to return to the original page previously viewed.

Leading

40/40

Sir
Norman
Foster



A red rectangular box is drawn around the word "Sir". A horizontal line extends from the right side of the box to the text "40pt".

11/11

The quick brown fox jumped over the lazy brown dog. This is a collection of the primary compositions discussed in the video and analysis. These compositions are referenced in the analysis appearing in the body copy. You can click the link and it will take you to this page to viewing the compositions. Use the back button (the back arrow in circle) to return to the original page previously viewed.

40/45

Sir
Norman
Foster



A red rectangular box is drawn around the word "Sir". A horizontal line extends from the right side of the box to the text "45pt".

11/14

The quick brown fox jumped over the lazy brown dog. This is a collection of the primary compositions discussed in the video and analysis. These compositions are referenced in the analysis appearing in the body copy. You can click the link and it will take you to this page to viewing the compositions. Use the back button (the back arrow in circle) to return to the original page previously viewed.

40/50

Sir
Norman
Foster



A red rectangular box is drawn around the word "Sir". A horizontal line extends from the right side of the box to the text "50pt".

11/16

The quick brown fox jumped over the lazy brown dog. This is a collection of the primary compositions discussed in the video and analysis. These compositions are referenced in the analysis appearing in the body copy. You can click the link and it will take you to this page to viewing the compositions. Use the back button (the back arrow in circle) to return to the original page previously viewed.

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Type Crimes

Anatomy
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Stretching type

Stretched

stretched

Anatomy
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Suggestions

Squishing type

Squished

squished

Accidentally adding an outline

type

Regular

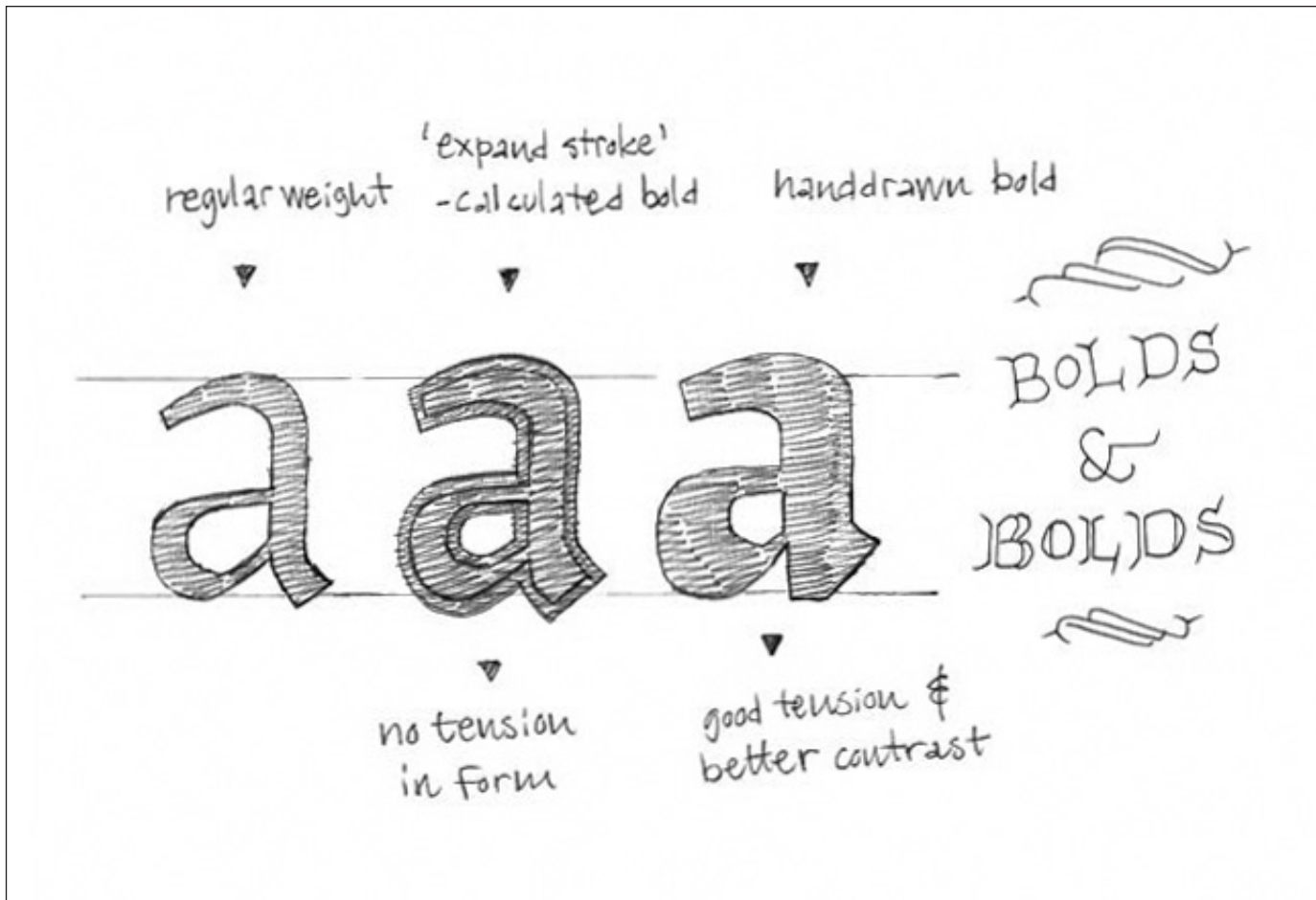
type

Bold

type

Fake Bold

Why "fake bold" is wrong



Why “fake italic” is wrong

type

Regular

type

Italic

type

Fake Italic

Anatomy
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Suggestions

Overly Tight tracking

cramped

cramped

Anatomy
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Suggestions

Vertical Stacking

d e k c a t s

stacked

stacked

EPIC

PHOTOSHOP

735 GOTHIC

Outline

737 GOTHIC

Outline

739

GOTHIC

Outline

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Suggestions

Suggestions

Contrast small information with

Large

explorevaluechanges

UltraLight**Bold**

emphasize with *italics*

Vertical

■ horizontal

explore an
unusual axis

**pushing the
boundaries**



integrate with form



Anchor text

t y p o g r a p h y a s

t h e

form

DON'T BE
AFRAID
TO USE ALL
CAPS

don't be
afraid to use
entirely
lowercase
letterforms

morgue
this way >

(be appropriate)

Keep it simple!