History

Individual letters kept in a job case; assembled by a “handpegger” on a compositor’s stick and returned to case by “printer’s devil”

In the 1880s, Mergenthaler invented the Linotype machine, which melted down type each time: hence, “hot type”

Today, “cold type” or computer generated; pagination

Parts of letters:
- base line (the imaginary line all letters sit on)
- x-height (height of the lower case x in any given typeface)
- ascenders and descenders (also known collectively as extenders)
- bar (of A, H)
- counter space (of enclosed letters such as O, Q, A, B)
- ear (the “ball” on the lower case r and g in serif faces)
- serif (the ornamental endings on letters in roman typefaces)
- stroke (main body of the letter)
- tail (of Q)

Terminology:
- Uppercase vs. lowercase
- Small caps (about 75% of regular upper case letters)
- Text type (used for body copy; usually 9-12 pt.)
- Display type (14 pt. and above)
- Leading (horizontal space between lines of type)
- Tracking (the spacing over a whole line or paragraph of text)
- Kerning (the space between two individual letters)
- Ligature (special characters that are designed as one, such as fi, fl)
Type groupings. Ways to categorize type.

I. Races
   A. **Text type or black letter** (ex.: Old English). Many newspapers use this for their flag because it conveys a look of tradition and respect.

   *This is a black letter typeface called Blackadder.*

   B. **Roman or serif.** These have very even strokes and were the first ones designed. They have elements that resemble calligraphy.

      1. **old style** (ex.: Times Roman, Garamond)

         *This is Times Roman, the workhorse of the newspaper world.*

         *This elegant type is called Garamond.*

         Another widely used roman is Century Schoolbook.

      2. **transitional** (ex.: Baskerville). These have elements of both old style and modern.

         *This is Clarendon condensed.*

      3. **modern** (ex.: Bodoni). These have very extreme thicks and thins in their strokes.

         *This is Bodoni (note the hairline serifs and thicker strokes.)*
C. **Square or block serif or Egyptian** (ex.: Playbill). Very masculine looking; often used in sports or financial magazines.

    **Note the squared-off blocky serifs of Rockwell Extra Bold.**

D. **Sans serif** (ex. Helvetica, Arial, Futura, Franklin Gothic). These have no serifs at all and are very uniform in look and weight of strokes.

    This is Arial, a face similar to Helvetica.  
    It has a large x-height.

    **Franklin Gothic Condensed is a good choice for a headline face.**

E. **Cursive or script** (ex.: Nuptial) These are made to look like handwriting. The letters are usually, but not always, connected. Please note: These are NOT italic.

    This is called Freestyle script.  
    **This is Lucida Handwriting.**

F. **Novelty** (ex.: Hobo). Ornamental typefaces that don’t fit in any other category. Are designed with a specific personality in mind. Use these sparingly and never for body copy.

    This typeface is called Curlz, for obvious reasons.
II. Families
Differences based on:
A. **Width** (ranges from condensed to expanded)
   
   This is Bodoni condensed.
   This is Bodoni regular.

B. **Weight** (ranges from light to black)

   **This is Eras bold.**
   This is Eras Light.

C. **Form** (roman or upright and italic)
   
   Roman refers to upright letters.
   *Italic refers to slanted letters.*

III. Font
A complete set of one member of a family. Includes upper and lowercase type, punctuation, numbers, symbols and ligatures.

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
fl !@#$%^&*()
```

IV. Series
The ranges of sizes available in one family. (Being phased out with phototypsetting.) For example, 36 pt. bold Times; 9 pt. Schoolbook; 24 pt. Helvetica. Typical sizes are 12, 14, 18, 24, 30, 36, 42, 48, 60, 72 and 90 pt.
Identifying type

1. Serifs
2. Terminators on tops of the E, F or T
3. Weight of strokes
4. Shape of rounded characters BCGOPQbcgopq
5. Length of descenders
6. Formation of terminals on J and F
7. Formation of the ears (look at r and g)
8. The shapes of key letters (a,e,g,r, m, H)
9. General proportions
10. Overall appearance on the page
**Legibility:** The measurement of the speed and accuracy with which type can be read and understood.

**Readability:** The measurement of the difficulty of the content.

**Nine factors determining legibility:**
1. Reader interest (inverse relationship between interest and design)

2. Type design
   - For body text, use a serif or sans serif face.

3. Type size
   - 9-12 points is easiest to read for body text.
   - X-height is a more accurate measurement of size; i.e., 9 pt. Times will look bigger than its size because it has a large x-height.

4. Line width
   - For 9-12 point text, no less than 8 picas and no more than 18 picas wide.
   - If the text is larger than 12 point, it can be set wider.

5. Word spacing and letter spacing
   - It is harder to read widely spaced words. (loose tracking)
   - It is harder to read words with tight letter spacing. (tight tracking)

6. Leading
   - Type with large x-height needs **more** leading.
   - Sans serif type needs **more** leading.
   - Headlines need **less** leading.

7. Form
   - Bold
   - Italics
   - ALL CAPS
   - Justified vs. ragged right

8. Contrast
   - Reverse type (white on black)
   - Color screens

9. Reproduction (newsprint is poor)
Using Type

When selecting a headline typeface, consider:

1. Legibility.
2. The image the paper wants to project.
3. Tradition/credibility.
4. Mood/lifestyle of the community or audience.

Ways to assure contrast in headlines:

1. Choose 1 weight and use different sizes.
2. Choose 1 face and 2 or more weights.
3. Choose 1 face and use form differentiation.
4. Choose different but complementary faces (usually 1 serif and 1 sans serif).

- Do not mix faces from the same race (i.e., Helvetica and Futura). They are too similar.
- Look for contrasting characteristics (i.e., uniform strokes in a sans serif with bold and light strokes in a serif.)
- When using a novelty face for a feature headline, use a sans serif to complement.