

TABLE OF CONTENTS

Preface	9
Acknowledgments	11
Introduction	13
Chapter 1	15
A Brief History of Type	15
Sounds to Symbols	15
Gutenberg and Movable Type	18
Phototype	22
Herb Lubalin	23
Into the Digital Age	24
Exercises:	
Design Guidelines, <i>Nancy Sharon Collins</i>	26
Historical Design, <i>Ilene Strizver</i>	28
Typographic Timeline, <i>Ilene Strizver</i>	29
Chapter 2	31
From Metal to Mac: Understanding Font Technology	31
What is a Font?	31
Font Formats	31
Type 1 (or PostScript) Fonts	32
TrueType Fonts	33
OpenType Fonts	33
Hinting	35
Font Management Utilities	36
TECHTIP: Font Icons	36
TYPETIP: Style-Linked Fonts	36
Exercise:	
Keyboard Layout Charts, <i>Ilene Strizver</i>	37
Chapter 3	39
What Makes a Typeface Look the Way It Does?	39
Parts of a Character	40
Type Categories	42
Serif	42
Sans Serif	44
Scripts	45
Handwriting	46
Blackletter	47
Titling Fonts	47
Decorative and Display	48
TYPETIP: One- and Two-storey “a”s and “g”s	49
Exercises:	
Think Like a Type Designer, <i>Ilene Strizver</i>	50
Personal Type Specimen Book (Individual Project), <i>Ilene Strizver</i>	51
Type Specimen Book and Typeface Analysis (Group Project), <i>Audrey G. Bennett</i>	52
On Beyond Zebra: The 27th Letter Assignment, <i>Virginia Rougon Chavis</i>	54
Chapter 4	57
Selecting the Right Type for the Job	57
Design Goals	57
Legibility and Readability	59
What Makes a Good Typeface?	60
Text vs. Display	63
Typographic Illustration	63
Script, Calligraphic, and Handwriting Fonts	66

	When the Best Font for the Job Isn't a Font	67
	Type Families	74
	Dos and Don'ts	76
	Mixing It Up	77
	TYPE TIP: Type Specimens	80
	TYPE TIP: A Bodoni by Any Other Name...	81
	Exercises:	
	A Garamond is a Garamond is a Garamond...or is It? <i>Ilene Strizver</i>	82
	Why Are All the Scary Typefaces Pointy? <i>Christopher Andreola</i>	83
	Legibility and Readability Study, <i>Peter Bain, Ilene Strizver</i>	84
Chapter 5	Basic Techniques for Emphasis	87
	Italics	88
	Boldface (or Weight Contrast)	89
	Underscores	89
	TECH TIP: Underlines in QuarkXPress	89
	Point Size	90
	Cap vs. Lowercase	94
	Wide vs. Narrow	98
	Changing Typestyle	98
	Changing Color or Shade	98
	Exercises:	
	Typographic Hierarchy Study, <i>Elizabeth Resnick</i>	100
	Currency Redesign, <i>Jimmy Moss</i>	102
Chapter 6	Advanced Techniques for Emphasis	105
	Initial Caps	105
	Small Caps	112
	Oldstyle Figures	116
	Indents	117
	Ligatures	120
	TECH TIP: Ligatures in QuarkXPress	121
	Swash Characters	122
	Alternate Characters	123
	TECH TIP: Glyph Palettes	124
	Exercise:	
	Expressive Typography, <i>Stephanie Nace</i>	126
Chapter 7	Basic Fine-Tuning and Tweaking	129
	Type Size	130
	Line Length	131
	Line Spacing (Leading)	132
	TECH TIP: Auto Leading	132
	Alignment	134
	A Few Words About Rags	145
	Widows and Orphans	145
	TYPE TIP: Adobe Text Composer	145
	TYPE TIP: Baseline Shift	147
	TECH TIP: Baseline Shift in Adobe InDesign & QuarkXPress	147
	Exercises:	
	Concert Poster Design, <i>Frank Armstrong</i>	148
	Information Hierarchy Book, <i>David Kadavy</i>	150
Chapter 8	Advanced Fine-Tuning and Tweaking	153
	Hyphenation	153
	TECH TIP: Discretionary Hyphens	154

	Hung Punctuation (or Optical Alignment)	155
	TECHTIP: Hung Punctuation in Adobe InDesign	156
	Visual Alignment	157
	TYPE TIP: Type on a Curve	158
	Kerning	160
	TYPE TIP: Kerning Units	163
	TECHTIP: Adjusting Kerning	164
	TYPE TIP: Proportional vs. Tabular Figures	165
	TECHTIP: Adjusting Tracking	166
	Tracking (or Letterspacing)	167
	TECHTIP: Adjusting Word Spacing	168
	Word Spacing	169
	Exercises:	
	Type Poster, <i>David Kadavy</i>	170
	Spacing, Kerning, and Visual Alignment Exploration, <i>Ilene Strizver</i>	172
Chapter 9	Typographic Typos and How To Avoid Them	175
	Hyphen, En Dash, and Em Dash	176
	Quotation Marks	178
	TECHTIP: Smart Quotes	179
	TYPE TIP: Smarten-up Your Quotes Manually	179
	Apostrophes	180
	Spaces	180
	Exercise:	
	Editorial Design, <i>Ilene Strizver</i>	182
Chapter 10	Signs, Symbols, and Dingbats	185
	Register, Trademark, and Copyright Symbols	185
	Bullets	187
	Ellipses	189
	Parentheses, Brackets, Braces, and Angled Brackets	189
	Accents	192
	TYPE TIP: Creating Accented Characters	192
	Euro	193
	Fractions	193
	TECHTIP: Fractions in QuarkXPress	193
	TYPE TIP: Build Your Own Fractions	194
	ITC Zapf Dingbats	195
	Exercises:	
	Typographic Principles Card Set, <i>Regina Rowland</i>	196
	Spa Brochure, <i>Ilene Strizver</i>	198
Chapter 11	Designing Your Own Typeface	201
	Handwriting Fonts: A Good Place to Begin	201
	Three Approaches to Designing a Typeface	204
	Professional Guidelines	206
	Exercises:	
	Introduction to Type Design: Symphony, <i>James Montalbano</i>	208
	Digitize Your Signature, <i>James Montalbano</i>	212
	Glossary	215
	Bibliography	218
	Picture Credits	219
	Digital Font Foundries	220
	Index	221