

## Typography and Font Use

Compiled by Sheila Jones, CJE, JEA Mentor, for her mentees. December 2015.

<http://blog.hubspot.com/marketing/typography-terms-introduction>

Appropriately titled "Typography 101", this blog article does a great job of explaining typography basics and providing strong visuals to illustrate the blogger's examples. One of the good sections in this article deals with the difference between kerning and tracking. I am attaching "Flickering Lights," an example faulty kerning of that leads to an unexpected surprise reading. CAUTION! The resulting first impression for the reader may NOT be classroom appropriate, so decide if it's appropriate for your school and your students before using! I have unfortunately seen some similar inappropriate kerning mistakes. Also, I've seen some staffs use tracking to "stretch" the length of a line, to even things up. Typographically, it's better to use "horizontal scale" for that purpose, not tracking.

<http://naldzgraphics.net/tips/what-designers-need-to-know-about-typography/>

For students ready for some more advanced typography, send them to this website. See the attached "O-type" image for more advanced terminology.

<http://www.dailyinfographic.com/wp-content/uploads/2014/09/font-infography-640x385.jpg>

Excellent infographic on the 10 Commandments for Typography! (See attached "font-infography" file also.) I'd print this one and post it in your publication lab...it's that good.

<http://www.creativebloq.com/typography/what-is-typography-123652>

Need more? Look here. The main article covers typography basics and terminology well, from beginning to advanced concepts. Check out paragraph 5 for links to LOTS of other very useful websites about typography. Some links lead to tutorials, which could be great for mini-lessons for your entire staff, or independent learning for the typography geek.

**Fonts:** Once students understand typography basics, they are then ready to begin choosing the fonts that will give their publication personality and voice. Here's a few websites to check out.

<http://www.serviceprinters.com/help/design/fonts.html>

I hate to open the can of worms when it comes to fonts, but this is it. This is more of a problem for newspaper advisers than it is for yearbook advisers, since yearbook companies do a good job of taking care of their clients when it comes to details like this. Here's the ugly truth: Not all fonts are created equal. Have you ever had a block of type look great on the computer screen, only to have it look really ugly (blurred, jagged, etc.) when it's finally printed? If so, then you need to read this. Right now can you tell me what the difference is between Postscript, TrueType, and OpenType fonts? Yes? You don't need to read this. NO! Read this article now. You need it.

<http://www.webdesignerdepot.com/2013/05/dos-and-donts-of-typography/>

This is a good list of do's and don'ts for font use.

<http://cheeseorfont.com/>

This is a rather silly game, but it might have use as a way to focus students on the idea of font usage...or something to do in those "down" moments or when students are mentally elsewhere (e.g. 15 minutes before the Winter Break.

Attached are a few infographics that you can post in your lab or use for font mini-lessons

- 18 Rules for Using Text
- 34 Typographic Sins
- Psychology of Typography

<http://graphicdesignjunction.com/2015/02/fresh-free-fonts-for-designers-20-fonts/>