Digital Graphic Design

**Using Typography Best Practices to Improve your Page Layouts**

The use of good basic fundamental typography will assist your reader to spend less attention to the mechanics of reading and give more attention to your message. On the other hand, bad typography can distract your reader and undermine your message.

It’s easy to learn the skills to produce good typography. After that, you simply form opinions about what is good and what works.

“But I don’t have the skills” you say...

Please review the examples on the following page.
Which resume got your attention? Which one in just a couple of seconds persuaded you the job candidate was worth interviewing?

The information didn’t change, just the typographic style in which it was presented. How much did the design principles play a part in your decision? Where do we start to learn what matters?
Typography “Do’s”

If type is not readable, you have failed to communicate the message to your viewers.

- Establish a typographic hierarchy
- Use real quotation marks and apostrophes
- Make use of white space to promote readability
- Be consistent with your type usage from page to page
- Choose fonts appropriate to the message, consider your audience
- Ensure there is contrast between the text and its background
- Use line spacing (leading) to allow for easier readability for your viewer
- Visually KERN text larger than 14 point
Typography “Dont’s”

- Do not allow WIDOWS and ORPHANS in your text
- Avoid excessive hyphenation of words and do not hyphenate names when possible
- Do not crowd your text inside a box, let it breathe by adding space around it
- Try to avoid combining more than three typefaces on a page
- Use italics and bold sparingly, and only to create emphasis on the page

What I’ll Be Looking For...

As we proceed through the semester, I’ll be looking for you to display your knowledge of design principles.

I will also be looking at your typographic knowledge and how well you can use some of these concepts into your exercise projects.