[[TYPOGRAPHIC RULES.]

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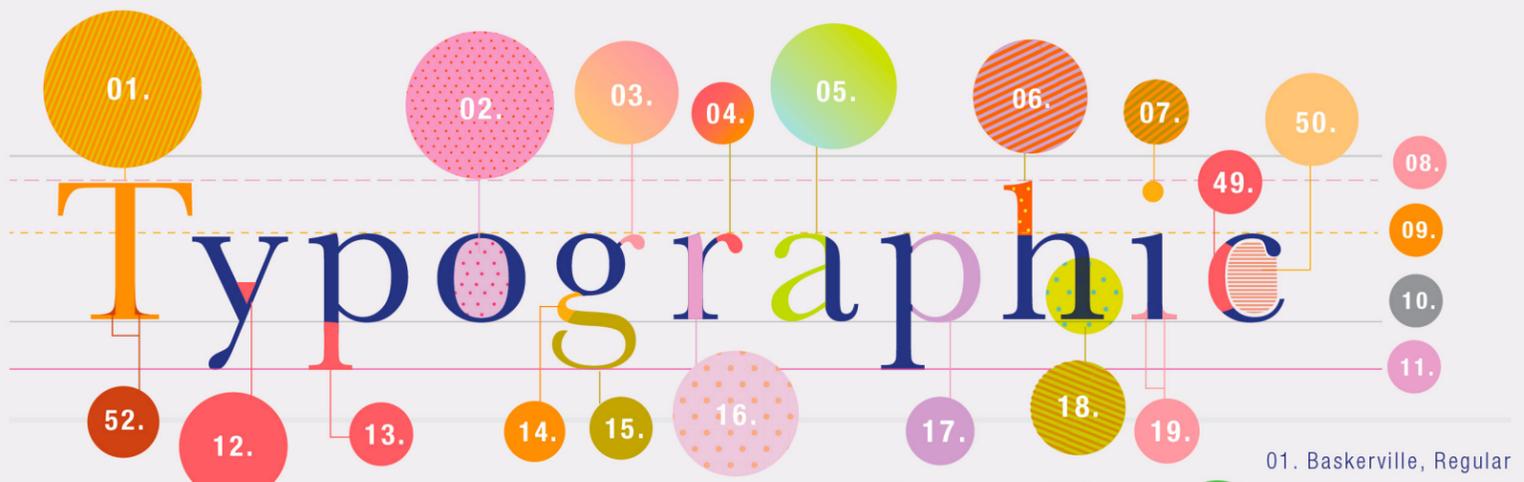
#.	The Rule.	Description.
01.	What is a FONT vs. TYPEFACE.	__Font = "a font is the delivery mechanism…" A Font is the digital format that enables the printing and functionality of typefaces. __Typeface = "A typeface is the design of the letterforms…" http://thinkingwithtype.com/letter/#font-formats
02.	The 3 Typefaces RULE.	As a beginner it's a good idea to start with 2 or 3 typefaces total for one layout or design. It's also important to pay attention to how the typefaces are paired.
03.	USE HIERARCHY.	Use typographic hierarchy and emphasis to mix different typographic weights, color, spacing, capitalization, etc. Working with these elements creates hierarchy, contrast, rhythm, movement, and visual interest.
04.	CONTRAST is IMPORTANT.	Consider trying a typeface that was created as a typographic family that has different sub-styles like Thin, Light, Bold, Black, Italic, etc. You can also achieve contrast many other ways including orientation, color (black vs. gray, red), negative space, placement, pairing, etc.
05.	DISPLAY vs. BODY.	Display text is decorative, stylized, and typically more intricate and less legible. Do not use display type as body type. Body Type should be legible and readable. Typically, Body text is more minimal in style and is a traditional Serif or San Serif.
06.	TYPEFACE SELECTION.	Selecting an appropriate typeface is not easy at first. It takes a trained eye and studying numerous typefaces. There are many successful and well designed typefaces but there are many more typefaces that are not well designed.
07.	USE NEGATIVE SPACE.	As designers Negative Space (or Negative Noise) is very important. Utilizing negative Space, Margins, and other moments of pause helps the viewer see the compositional components more clearly.
08.	SCREEN vs. PRINT.	Type on the screen is most legible as a San Serif typeface. While large bodies of printed type is most legible as a Serif typeface.
09.	DISPLAY TYPEFACES.	Display Typefaces are for headlines or specific areas of interest or even typographic illustration.
10.	SCRIPT vs. HAND-WRITING.	If you want something to appear handwritten then hand write it and scan it in. It's very difficult to select a typeface that is designed to look hand written and make it look sophisticated.
11.	ALL CAPS.	Setting type in All Caps makes the text less legible. There are some situations where All Caps can be used successfully -including headings. practicaltypography.com/all-caps.html
12.	LEADING.	If you set the type using traditional calculations the leading should be set at 120–145% of the point size. Examples below: Text Size = 9 Calculation: 9 x 1.20= 10.8 Leading = 10.8 (120%) Text Size = 7 Calculation: 7 x 1.20= 8.4 Leading = 8.4 (120%)
13.	OLD STYLE NUMERALS.	Old Style numerals Improve Legibility.
14.	AVOID THESE.	Avoid typefaces that are not designed well. Some of these include: Papyrus, Curlz, Comic Sans, & others…
15.	DISTORTING TYPE.	Distorting type is a type crime. Don't distort, stretch, squish typographic elements.

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16.	TYPE SIZE & SCALING.	Type size depends on the specific typeface. Several examples of typographic scaling is below. There are many ways that you can apply typographic rules to achieve successful hierarchy. Typical Ranges: __Body Type = 8-12 pt. __Subhead = 14-18 pt. __Headline = 24-72 pt. Other Specific Examples: **BASED ON THE GOLDEN RATIO:** Footnote = 6pt Endnote = 6.75pt Caption = 7.5pt Body Text = 8pt Byline = 9pt Subheading = 9.75pt Blockquote = 12pt Subheading 1 = 15.75pt Title = 25.5pt Big Title = 34pt **BASED ON 1:2:** Footnote = 5.5pt Endnote = 6.25 Caption = 7pt Body Text = 8pt Byline = 9.25pt Subheading = 10.75pt Blockquote = 14pt Subheading 1 = 21.25pt Title = 42.25pt Big Title = 64pt www.layoutgridcalculator.com/typographic-scale/
17.	DEFAULT FONTS.	Generally adjust default fonts. Select a legible, minimal typeface for Body Text.
18.	MIXING MOODS.	Be careful about mixing typographic moods. Although it's possible to mix aesthetics you want to create unity and harmony in a layout.
19.	Avoid WIDOWS & ORPHANS.	Know the terms typographic Orphan and typographic Widow and avoid these scenarios like the plague. Widows and Orphans are amateur mistakes.
20.	Avoid RIVERS.	Rivers are to be avoided. When looking at a body of text avoid sporadic spacing between words that create "rivers". Typographic Rivers are commonly created when justifying a paragraph of type. Be careful about justifying type.
21.	CENTERING TYPE.	Centering type is a beginners mistake. Although centering type can be a beautiful and sophisticated choice. It's very hard to do until you have an advanced knowledge of visual spacing.
22.	SPACED TYPE.	Spaced type, like adjusting the tracking, can add an atmospheric effect to the aesthetic of the typographic styling. It's safe to space type in situations like headlines. Be careful about dramatically spacing out body type, although you can typically slightly adjust the tracking to create increased legibility.
23.	SERIF with SAN SERIF.	Try combining Serif with San Serif.
24.	TYPEFACES have Personalities.	Each typeface has a unique mood and personality that communicates a message. Selecting a typeface that fits your project is extremely important.
25.	CHARACTER vs. GLYPH.	A Character is a unique letterform based and is assigned a point in the international Unicode system. A Glyph can have multiple iterations or appearances within one letterform.

[[[RESOURCES:
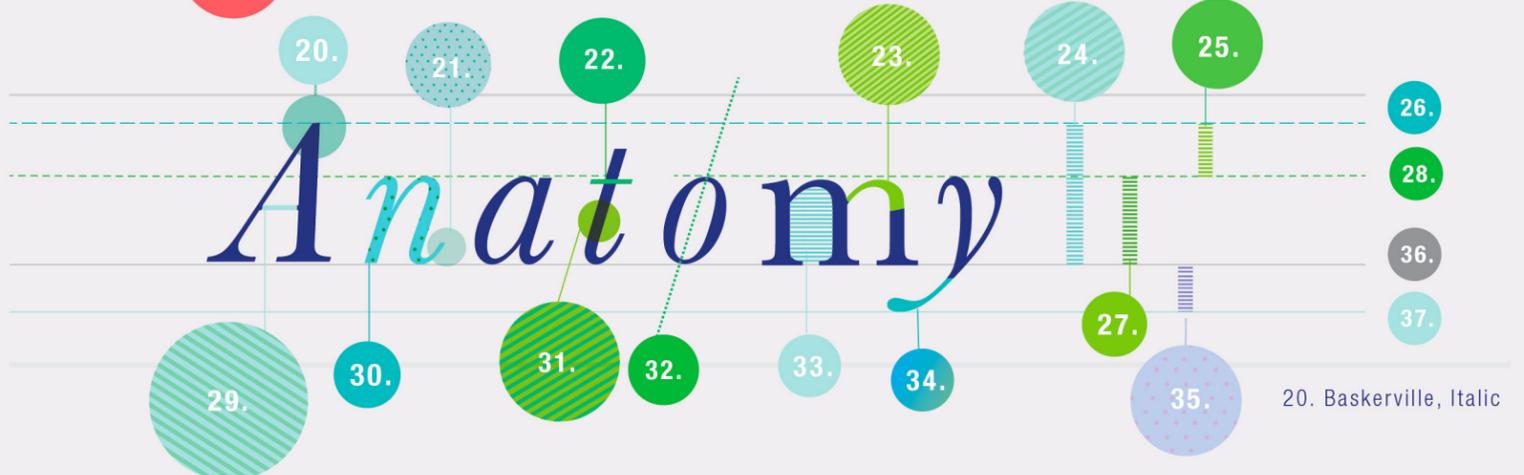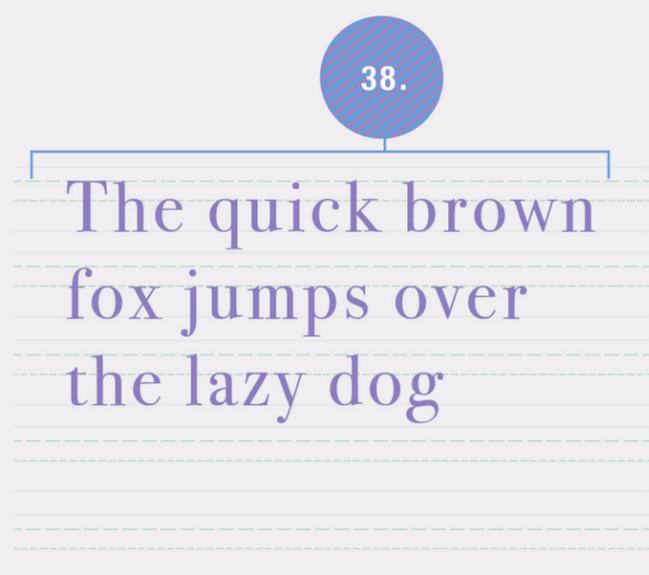
<http://thinkingwithtype.com/>
<https://www.layoutgridcalculator.com/typographic-scale/>

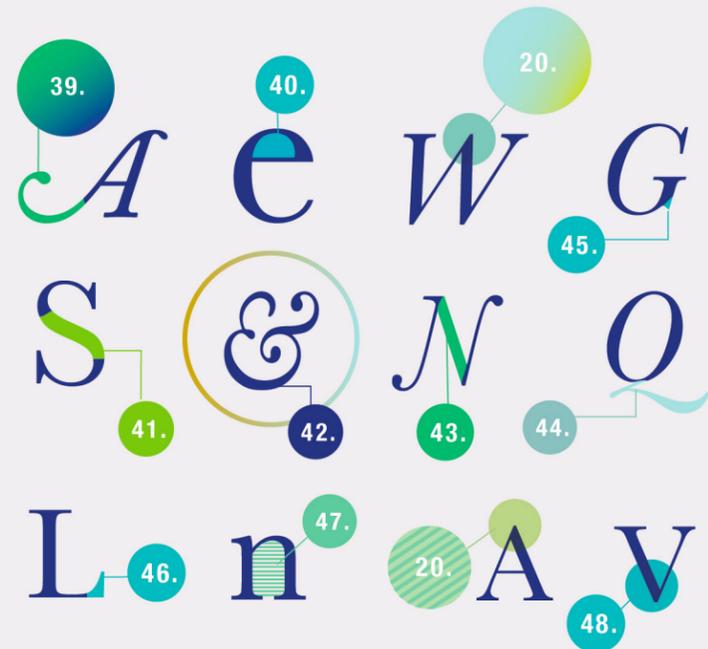These are rules that can help achieve "good" typography. **however rules can always be broken if the choices are well considered.

Typographic Anatomy

01. Baskerville, Regular

Anatomy

20. Baskerville, Italic

The quick brown fox jumps over the lazy dog

38. Bodoni SvtyTwo ITC TT
39. Adobe Caslon Swash Italic

A e *W* G S & *N* O L n A V

st fj ct ft ffi ffi ff