PHASE 3:
Year 8 Typography

Work from home tasks:

Task: What is typography? – double research page

Typography

Task 1:

What is typography?

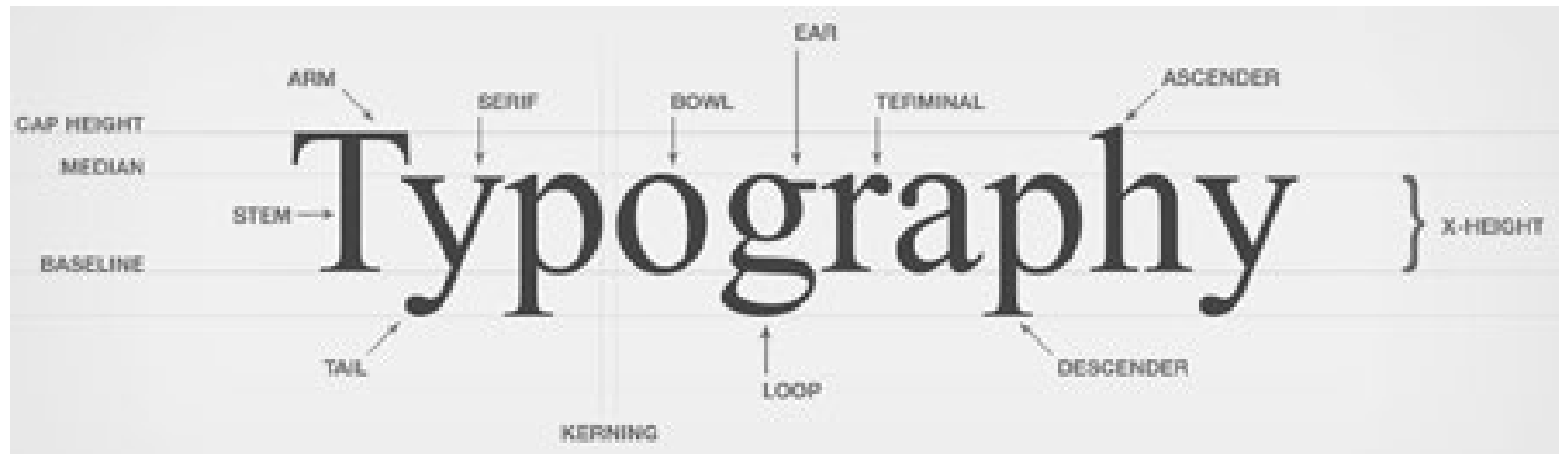Complete a **title page/research page** over a **double page**

Include:
- Definition
- History of typography
- Facts about typography
- Categories of typography

Decorate the page using typography and colour

Definitions:

- **Typography** is the art and technique of arranging type to make written language legible, readable, and appealing when displayed. The arrangement of type involves selecting typefaces, point size, line length, line-spacing (leading), letter-spacing (tracking), and adjusting the space within letters pairs (kerning).

- A **typographer** is a person who designs the form and arrangement of type to make the written word more legible and aesthetically pleasing. Such a person might design a font, or define the point size, kerning, and other characteristics of a typeface

Typography timeline:

1400's: Guttenberg invented movable typefaces, giving the world a cheaper way to obtain the written word. Up until this point, all written materials were done by hand, and were very costly to purchase. Guttenburg also created the first typeface, blackletter – it was dark, fairly practical, and intense, but not very legible.

1501: Aldus Manutius created italics – a way to fit more words onto a page, saving the printer money. Today, we use italics as a design detail or for emphasis when writing.

1757: John Baskerville created what we now call Transitional type, a Roman-style type, with very sharp serifs and lots of drastic contrast between thick and thin lines.

1816 William Caslon IV created the first typeface without any serifs at all. It was widely rebuked at the time. This was the start of what we now consider Sans Serif typefaces. During this time, type exploded, and many, many variations were being created to accommodate advertising.

1920's: Frederic Goudy became the world's first full time type designer, developing numerous groundbreaking typefaces, such as Copperplate Gothic, Kennerly, and Goudy Old Style.

1957: Swiss designer Max Miedinger created Helvetica, the most loved typeface of our time. This was a return to minimalism, and many other simplistic typefaces such as Futura surfaced around this time period.

Present: With the internet, we have such a vast variety of old and new typefaces available for us to peruse and use. All these typefaces give us an abundance of options and looks for our designs today, and we're not limited by just one or two typefaces like we would have been a few hundred years ago.