YOU HAVE ARRIVED.


THIS IS THE PLACE.

Grunting-and-Pointing 101
Room 4357, 18th Floor (i.e. not in this room.)

NOT HERE
and NOT at this conference!

Do-It-Yourself Brain Surgery
Room 6701, 23rd Floor (i.e. not in this room.)

www.CrankyTypographer.com
Introduction & Rationale. (“There’s more to typography than typing.”)

Basic Typographic Principles for Optimal Readability.
- Typographic Style. (“Stylebook Lite”)
- Body Text. (“The goal is optimal readability.”)
- Display Type & Headlines. (“Aim for legibility, logic, and function.”)

Choosing & Using Typefaces. (“Be a communicator, not a decorator.”)

Hazard Warnings. (“Now you’ve seen it, so don’t do it!”)

Typography On-Screen and on the Web.
- Specifics and exceptions for optimal readability on multiple devices.
- The latest findings in Web “usability” – and typographic ramifications.

Typography on the Wall.
- Variables of viewing distance, color, and placement in exhibition space.

When to call in a pro: Working with editors, designers, and printers.

Attendee Questions & Discussion Period (“???!!!” “!#$%!?” etc.)

Final Words. (“Keep up with the latest readability, comprehension, & usability studies.”)

Bibliography & Resources. (Available online ... and on session handout.)

www.CrankyTypographer.com
“Typographic Style”: What is it?

• The phrase has nothing to do with aesthetics, typeface choices, or decorative effects.
• Applying “typographic style” means to apply proper and consistent capitalization, punctuation, abbreviation, italicization, and spacing – all guided by standards set forth in a “stylebook.”
• Even if you are a clumsy writer, using a stylebook helps your writing look more professional!

“Stylebook Lite”: Skimming the surface of typographic style

(1) Use one space after a period.
(2) Use proper apostrophes (’) and quotation marks ("), not keyboard inch (‘) and foot (") marks.
(3) Never underline running body text. Never.
(4) Italics. Use italics for: (1) emphasis; (2) titles of books, newspapers, periodicals, albums, & plays; (3) names of ships; (4) foreign words; and (5) referencing a letter or word.
(5) Don’t use all-caps in running text.
(6) Paragraph indents – It depends. If you add extra space between paragraphs, don’t indent at all.
(7) Punctuation goes inside quotation marks. (In the U.S.)
(8) Check for proper abbreviations. Look ’em up.
(9) Get spaced. Be aware of the different spacing for abbreviations, initialisms, and acronyms. Look stuff up.
(10) Use the proper state abbreviations in running text, not the two-letter postal abbreviations.
(11) Don’t capitalize common nouns in running text.
(12) Check an authoritative atlas for spellings of place names and geographic features.
(13) Double-check punctuation. Check comma use for ambiguities. Check dash, hyphen, colon, parentheses, and bracket use for consistency. Rethink exclamation marks!
(14) Be consistent. If you insist on your own “in-house” style quirks in capitalization or spelling, make sure you maintain consistency throughout your project.
(15) Proofreading. Proofreading is different from editing. Editing is for sense, structure, punctuation, spelling, and usage, while proofreading is for catching typos and double-checking typographic style. Edit first; proofread last.
Typographic Style:

A whopper composite example of style blunders

- Capitalization blunders (7)
- Punctuation blunders (12)
- Usage blunders (3)
- Abbreviation blunders (4)

The President of the Wahoo County Muskrat Museum appointed Joe Doaks as Senior Curator, and said: "We're happy too have Mr. Doaks in place for the Museum's expansion of our out-reach branches in MA and NH". Mr. Doaks is the author of the book, "My Muskrat Rambles", which in the ‘90's became the go to manual for trapping Muskrat's at every Muskrat Museum across the country from ME to CA.
The President of the Wahoo County Muskrat Museum appointed Joe Doaks as Senior Curator, and said: "We're happy to have Mr. Doaks in position for the Museum's expansion of our out-reach branches in MA and NH". Mr. Doaks is the author of the book, "My Muskrat Rambles", which in the ‘90's became the go-to manual for trapping Muskrat's at every Muskrat Museum across the country from ME to CA.

No capital - In this usage, “president” is a common noun.
No capitals - In this usage, the title is a common noun.
Usage error: “to,” not “too.”
Usage error: Remove hyphen
Proper state abbreviations needed.
Book titles are set in italics, not underlined or in quotes.
Usage error: “go-to” is a hyphenated adjective.
No apostrophe - not possessive.
No capitalization for common nouns.

Now you’ve seen it, so don’t do it.

www.CrankyTypographer.com
Body Text: The goal is optimal “readability”

Body text (generally 8-12 pt.) variables:

- **Characters-per-line**, or “column-width” (Ideal is 40-60 characters-per-line.)
- **Alignment** (Justified or ragged-right?)
- **Inter-line spacing** (Ideal is 120-140% of type size. Example: “10-on-12”.)
- **Hyphenation ... or not?** (In general, when full-justified - yes; if ragged-right - no.)
- **Type size** (Ideal is 10 to 12 pt. at normal hand-held reading distance.)
- **Typeface choice: Serif or sans serif?** (It depends!)
- **Color of type & background** (Ideal contrast is black type on white background.)
- **White space**, i.e. margins, gutters, & “breathing room” built into the design.

Readability in body type is determined by more than the typeface design. The variables of type-size, line-length, line-spacing, and alignment all come into play – not to mention page design and layout. Readability studies generally indicate that serif typefaces are more readable than sans serif faces in large blocks of text. *(This paragraph: 45 CPL)*

Legibility in display type refers to the relative speed that readers identify letter forms of a typeface, and thereby quickly perceive individual words or short lines of text in headlines, signs, or advertisements. Legibility is very much determined by typeface design. Generally, while serif faces are more readable, sans serif faces are more legible. Note that some typefaces are quite legible, but quite unreadable, and some are neither. *(This paragraph: 97 CPL)*
Body Text: Alignment & justification

Below is left-aligned text, with ragged-right margin (a.k.a. “flush left”)

The rain in Spain indeed falls mainly on the plain. The precipitation that descends across the entirety of the Iberian Peninsula settle primarily upon the extremely planar portion of the landscape. The raindrops go plop, flopping down from the top, then we mop and sop till we drop. In case there was a whit of doubt at all, this is the dumbest of dummy placeholder text.

Above are “tight rags.” Be alert for “loose rags.”

Below is justified text, with no hyphenation (a.k.a. “full justified”)

The rain in Spain indeed falls mainly on the plain. The precipitation that descends across the entirety of the Iberian Peninsula settles primarily upon the extremely planar portion of the landscape. The raindrops go plop, flopping down from the top, then we mop and sop till we drop. In case there was a whit of doubt at all, this is the dumbest of dummy placeholder text.

Justified text without hyphenation = “loose lines.”

Below is justified text, using hyphenation (a.k.a. “full justified”)

The rain in Spain indeed falls mainly on the plain. The precipitation that descends across the entirety of the Iberian Peninsula settles primarily upon the extremely planar portion of the landscape. The raindrops go plop, flopping down from the top, then we mop and sop till we drop. In case there was a whit of doubt at all, this is the dumbest of dummy placeholder text.

Justified and hyphenated text = more uniform spacing.
More Body Text Alignment & Justification: Avoid these blunders!

Centered text ... with a centered headline.

In Spain it rains on the plains

All-centered text might look precious to some, but it’s unreadable.
The rain in Spain indeed falls mainly on the plain.
The precipitation that descends across the entirety of the Iberian Peninsula settles primarily upon the extremely planar portion of the landscape. The raindrops go plop, flopping down from the top, then we mop and sop till we drop.

Centered text ... intending to form a shape.

Bah! Humbug!
Resist the urge!

We wish you a Merry Christmas, we wish you a Merry Christmas, and a Happy New Year.
Good tidings we bring to you and your kin, good tidings for Christmas and a Happy New Year.

Flush-right text ... avoid this for body type.

Can be OK for short display

… But it’s a malfunctional choice for body text. The rain in Spain indeed falls mainly on the plain. The precipitation that descends across the entirety of the Iberian Peninsula settles primarily upon the extremely planar portion of the landscape. The raindrops go plop, flopping down from the top, then we mop and sop till we drop.

In case there was a whit of doubt, this is dummy placeholder text.

Now you’ve seen it, so don’t do it.
Body Text: Serif or sans serif?

Below is a serif type (New Baskerville)

Our museum board plans to raise the bar and leverage the shifting paradigm with a solution that all can buy into if they think outside the box. This will empower our department heads, usually hamstrung by too much on their plate, to run more ideas up the flagpole. In the final analysis, it is what it is, and at the end of the day, we can all go home.

Below is a sans serif type (Futura Book)

Our museum board plans to raise the bar and leverage the shifting paradigm with a solution that all can buy into if they think outside the box. This will empower our department heads, usually hamstrung by too much on their plate, to run more ideas up the flagpole. In the final analysis, it is what it is, and at the end of the day, we can all go home.

• **Readability studies** indicate that serif type is far more readable than sans serif type in large blocks of text. *Note that other variables have more influence over readability.*

• **A caveat for the Web:** The serif detail that aids perception when reading a book is lost on monitors and digital displays. Sans serif type is a better choice for Web use.

• **A caveat for the future:** How we read, what we read, and how children learn to read, are in a state of flux. It is advisable to stay current with the latest findings in readability.
Body Text: What about all boldface or italics?

- **Readability plummets** and reader fatigue soars in blocks of body text set in all boldface.
  Readability is reduced in large masses of all-italic text, but is unaffected in short paragraphs.

Our museum’s world-class plans, recently torpedoed by the piranhas that hover over us, still spur us on to meet challenges full-bore, and to press our collective noses to the grindstone, maintain our elite team in harness, and keep all of our ducks in a row.

Body Text: What about color?

- **Readability declines** with every degree of departure from the contrast of black-on-white.
  Color in type is best used functionally for larger display type, headlines, or subheads.

Our museum’s world-class plans, recently torpedoed by the piranhas that hover over us, still spur us on to meet challenges full-bore, and to press our collective noses to the grindstone, maintain our elite team in harness, and keep all of our ducks in a row.
Display Type & Headlines: Legibility, logic, & function

Display type (size over 14 pt.) variables:

- **Typeface choice & weight** (Choose type to complement or contrast with body text.)
- **Headline & subhead style** (Downstyle? Title style? All-caps style?)
- **Alignment** (Left-aligned? Or centered?)
- **Line-breaks** (Make logical line-breaks.)

- **Type size** (Develop and use a fixed hierarchy of headline & subhead sizes.)
- **Spacing** (Inter-line & inter-paragraph.)
- **Color** (Use color functionally.)
- **Custom-crafted type or special effects** (Custom display type for logo, identity, evocative, or illustrative purposes.)

This is a “downstyle” headline.
(highest readability) → Bayonne Art Institute engages new security firm

This is a “title style” headline.
(roller-coaster readability and open to ambiguity, but OK for titles) → Bayonne Art Institute Engages New Security Firm

This is an “all-caps” headline.
(lowest readability … but legible in short lines and few words) → BAYONNE ART INSTITUTE ENGAGES NEW SECURITY FIRM
**Display Type & Headlines: Alignment**

This is a left-aligned headline with a logical line-break. (highest readability)

Bayonne Art Institute engages new security firm

This is a centered headline with malfunctional line breaks. (low readability)

Bayonne Art Institute engages new security firm

**Display Type & Headlines: Make logical line-breaks**

Below is a classic phrase-splitting, clumsy line-break (1960s). A rewrite is in order.

Soviet virgin lands short of goal again

Below is the rewrite with a logical line-break that removes the ambiguity. The result is instant reader understanding.

Soviet virgin lands short of harvest goal
Consistency of size, spacing, alignment, and color in display type is essential for optimal communicative function. We humans are quick to perceive patterns. The repeating patterns of display type help the reader quickly grasp the logic of a publication, website, or exhibition.

- Maintain a fixed hierarchy of type sizes!
- Maintain a fixed hierarchy of spacing!
- Maintain consistent alignment of type elements.
- If using color in type elements, use it functionally. Make it work for you.

**Elected by family-controlled board**

**Dudd Industrial appoints new CEO**

**Horace Q. Dudd** to replace ‘Spud’ Dudd

BOOMTOWN - Horace Q. Dudd, 48, who worked his way from lowly sweeper up to 4th-assistant to the 3rd assistant vice president, has been appointed as the new CEO of Dudd Industrial Corporation in Boomtown.

The newest in the family succession replaces Elmer “Spud” Dudd, 98, who retired to devote more time to his passion, a burgeoning sideline career as a traveling professional polo player.

‘He’s a real Dudd’

The board of directors initially questioned Horace Q. Dudd’s qualifications, as he admits to only completing 8th grade, but eventually he won a majority of votes from the family-dominated board. “Of one thing, there is no doubt,” said one skeptical board member. “He’s a real Dudd.”

~ Worship consistency. But don’t be boring. ~
Display Type: Personality & special effects

Conveying meaning, literally & figuratively, ... in Helvetica?!?

A small selection of thematic display typefaces

Make sure custom special effects advance the meaning

BROKEN

TOO TIGHT

TOO LOOSE

OUT OF KILTER

UNDULATING

DAZZLING

DROOPY

LIGHT & AIRY

NO-NONSENSE

GO TEAM!
Aachen ... suggests football jerseys

FREE HOT DOGS!
Balloon Bold ... suggests informal fun

Midnight Revue
Broadway Engraved ... 1920s Art Deco

Frumpton Castle
Old English ... Ye Olde (German) Type

Today's Finest Fashions
Parisian ... suggests sophistication

RUSH ORDER
Stencil ... suggests immediacy

Wild West Wonders
PTBarnum ... suggests 1890s

www.CrankyTypographer.com
Dudd Industrial appoints new CEO

Horace Q. Dudd, 48, who worked his way from lowly sweeper up to 4th-assistant to the 3rd assistant vice president, has been appointed as the new CEO of Dudd Industrial Corporation in Boomtown.

The newest in the family succession replaces Elmer “Spud” Dudd, 98, who retired to devote more time to his sideline as a traveling professional polo player.

Choosing & Using Typefaces: “Restraint!”

• Be a communicator, not a decorator. Serve the content – aim for optimal readability.
• Choose one or two complementary or contrasting typefaces (and their family of fonts) for your project. Then if you add a line of type in a thematic typeface, it will have more impact.
• Choose typefaces compatible with the mood and the message.
• If using thematic typefaces, use them judiciously for headlines only, never for body text.
• If you must use fancy, frilly, or loopy typefaces, use them for short headlines only.
• Don’t use two different serif typefaces on the same page. Avoid the puzzling clash.
• Don’t use two different sans serif typefaces on the same page, unless obvious to all.

Choose Cheltenham Bold Condensed headline with Helvetica body text

Dudd Industrial appoints new CEO

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The newest in the family succession replaces Elmer “Spud” Dudd, 98, who retired to devote more time to his sideline as a traveling professional polo player.

Choose Helvetica Condensed Bold headline with Baskerville body text

Dudd Industrial appoints new CEO

Horace Q. Dudd, 48, who worked his way from lowly sweeper up to 4th-assistant to the 3rd assistant vice president, has been appointed as the new CEO of Dudd Industrial Corporation in Boomtown.

The newest in the family succession replaces Elmer “Spud” Dudd, 98, who retired to devote more time to his sideline as a traveling professional polo player.
Choosing & Using Typefaces: Type combinations

Helvetica Condensed Bold headlines work with serif body text

The rain in Spain falls mainly on the plain. In general, all of the precipitation across the Iberian Peninsula descends predominantly upon the planar portion of the country’s landscape.

Cheltenham Extra-Bold Condensed works well with sans serif body text

The rain in Spain falls mainly on the plain. In general, all of the precipitation across the Iberian Peninsula descends predominantly upon the planar portion of the country’s landscape.

Helvetica Bold heads with Baskerville body: A quiet, readable utility

The rain in Spain falls mainly on the plain. In general, all of the precipitation across the Iberian Peninsula descends predominantly upon the planar portion of the country’s landscape.

“Newsletter-Safe” Combination

Headline Type: 18 pt. Helvetica Condensed Bold
Body Type: 9 pt. Times Roman
Logo Variant Example: SOLUTIONS CLEARINGHOUSE

“Ad/Promo-Safe” Combination

Headline Type: 20.5 pt. Cheltenham X-Bold Condensed
Body Type: 8.5 pt. Helvetica
Logo Variant Example: Smiley & Sons FUNERAL HOME

“Research-Safe” Combination

Headline Type: 14 pt. Helvetica Bold
Body Type: 9 pt. New Baskerville
Logo Variant Example: MYA Admitted & Committed in N.Y.

“Offbeat Headline” Combination

Headline Type: 16 pt. Expo
Body Type: 8.5 pt. Helvetica
Logo Variant Example: Expo (distorted)

“PR-Safe” Combination

Headline Type: 14 pt. Century Schoolbook Bold
Body Type: 9 pt. Century Schoolbook
Logo Variant Example: Professor Stringbean Daredevil Equilibristic Artiste

“Event-Safe” Combination

Headline Type: 15 pt. Lydian Bold
Body Type: 8.75 pt. Palatino
Logo Variant Example: Lydian, Lydian Bold, Lydian Bold Italic, (Capital “A” character skewed)

“Century Schoolbook reads so easily, it’s like a schoolbook

The rain in Spain falls mainly on the plain. In general, all of the precipitation raining down across the Iberian Peninsula descends predominantly upon the most planar portion of the landscape.

“Lydian Bold, a readable calligraphic headline face, with Palatino body text

The rain in Spain falls mainly on the plain. In general, all of the precipitation across the Iberian Peninsula descends predominantly upon the planar portion of the country’s landscape.

“With offbeat headlines, Helvetica is always a good body text choice

The rain in Spain falls mainly on the plain. In general, all of the precipitation across the Iberian Peninsula descends predominantly upon the planar portion of the country’s landscape.

www.CrankyTypographer.com
Using Typefaces: Be a space cadet!

Use proper spacing to both separate and link elements. Spacing provides the reader with important clues about the organization of content even before a single word is read. *Space together* elements that belong as a unit, and *space apart* elements that are separate units.

Spaced-out spacing ... leads to ambiguity & confusion

**Camel Race Schedule**

**Saturday, August 16, 2014**

**Boiling Springs Course**
7:30 a.m. start. Three-mile loop.

**Salt Flats Course**
8:30 a.m. start. Five-mile loop.

**Death Valley Course**
9:30 a.m. start. Nine-mile loop.

Spectators welcome. Bring your own food and water. Be safe: Stay off the course. Camels are grumpy, they have big teeth, and they do bite.

Logical spacing ... reflects the clear organization of text content

**Camel Race Schedule**

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Spectators welcome. Bring your own food and water. Be safe: Stay off the course. Camels are grumpy, they have big teeth, and they do bite.
Effective Typography: On Paper, on the Web, and on the Wall

Hazard Warnings: Now you’ve seen it, so don’t do it!

Take care to avoid:
- Witless distortion
- All-caps script
- Vertical type
- Type set in a shape
- Blocks of reverse type
- Blocks of all-bold caps
- Italic type on a curve
- Runaway hepatitis

Wow is right. Vertical type = rock-bottom readability.

A witless distortion for no apparent functional reason.

Look, Ma! I can distort my font ... all by myself! It’s like RUBBER!

All-caps script like this is unintelligible.

All-bold-caps in a too-tight space = zero readability.

BIG BARGAIN BLOWOUT SALE!!!!!!
ALL THROUGHOUT DECEMBER!!!!!
LOWEST PRICES EVER OFFERED
ON WISEGUY WOOLLY WALLY’S
WONDERFUL WOODEN WIDGETS
ALWAYS FREE PARKING ALL DAY
FREE SAUSAGE MINI-SANDWICH
CLEVER INSULTS AT NO CHARGE!

www.CrankyTypographer.com
A Hands-On Circus Arts Adventure in Applied Physics
8:30 a.m. - 5:00 p.m., Saturday, January 21, 2019
at the PIPP Museum Gymnasium

Join us for a hands-on circus arts adventure as participants of all ages explore the applied physics of circus apparatus and human performance. You’ll learn the challenge and the science behind such skills as tightwire, slackwire, unicycle, rola-bola, rolling globe, swaypole, giraffe stilts, balancing ladder, and balancing trapeze.

This all-day program designed for fringe sports adventurers from age 12 to 90 is presented by experienced performers, coaches, and visiting scholars from the Circus Arts Consortium.

The $500 registration fee includes expert coaching, a hard-copy of the 27-page liability waiver, a crash helmet and all pads, a balanced lunch, trained EMTs on duty, and a waiting ambulance idling in the parking lot. You’ll also get a complimentary take-home ice-bag with the dashing Circus Arts Consortium logo as a memento of your day!

To register call PIPP at 123-456-7890, or register online at www.PhantasticPhysics.com

A Hands-On Circus Arts Adventure is a bold convergence of science and circus! Don’t miss it!

The Museum of
Philadelphia Institute of Phantastic Physics
12345 South Main Street, Philadelphia, PA 98765 • 123-456-7890 • www.PhantasticPhysics.com

Register TODAY! Call PIPP at 123-456-7890, or register online at www.PhantasticPhysics.com

A Hands-On Circus Arts Adventure in Applied Physics
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Philadelphia Institute of Phantastic Physics
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www.CrankyTypographer.com
The Museum of People Play at PIPP' presents:

A Hands-On Circus Arts Adventure in Applied Physics

8:30 a.m. - 5:00 p.m., Saturday, January 21, 2019
at the PIPP Museum Gymnasium

Join us for a hands-on circus arts adventure as participants of all ages explore the applied physics of circus apparatus and human performance. You’ll learn the challenge and the science behind such skills as tightwire, slackwire, unicycle, rola-bola, rolling globe, swaypole, giraffe stilts, balancing ladder, and balancing trapeze.

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‘People Play at PIPP’ presents:

A Hands-On Circus Arts Adventure in Applied Physics

8:30 a.m. - 5:00 p.m., Saturday, January 21, 2019
at the PIPP Museum Gymnasium

Effective Typography: On Paper, on the Web, and on the Wall

- Underlining slices through descenders.
- AAArty headline (?) … in artificially-distorted Helvetica … with illogical line-breaks.
- Bizarre spacing … with centered alignment.
- Photo artificially stretched to fit layout (!?)
- Photo faces the wrong way – the photo’s lines-of-force direct the reader off the page.
- Body text is an uninviting gray block, with too-loose line-spacing … full-justified without hyphenation (=“loose lines” and “widows.”)
- Motivating content is buried in the body text.
- Call-to-action is nearly invisible, placed at the weakest area of the page.
- Museum slogan in color with drop-shadow becomes an odd distraction.
- Inattention to spacing and alignment.

Now you’ve seen it, so don’t do it.
A Hands-On Circus Arts Adventure in Applied Physics

8:30 a.m. - 5:00 p.m.
Saturday, January 21, 2019
at the PIPP Museum Gymnasium

Join us for a hands-on circus arts adventure as participants of all ages explore the applied physics of circus apparatus and human performance. You’ll learn the challenge and the science behind such skills as:

- Tightwire - Rola-bola - Giraffe Stilts
- Slackwire - Rolling Globe - Balancing Ladder
- Unicycle - Swaypole - Balancing Trapeze

This all-day program designed for fringe sports adventurers from age 12 to 90 is presented by experienced performers, coaches, and visiting scholars from the Circus Arts Consortium.

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Register TODAY! Call PIPP at 123-456-7890, or register online at www.PhantasticPhysics.com

A Hands-On Circus Arts Adventure in Applied Physics is a bold convergence of science and circus! Don’t miss it!

‘People Play at PIPP’ presents:

A Hands-On Circus Arts Adventure in Applied Physics

Design & Typography by Sharp Sally’s Darn Good Design Co.

www.CrankyTypographer.com
MEDIUMS OF TYPOGRAPHY
WEB, SCREEN, WALL
WEB

• Increasingly the first point of contact with your visitors
• People use many different devices
  • Rule of thumb: the way the site looks on your device is not necessarily the way it will look to everyone else
  • Web design improves all the time
• “Responsive Design” helps
  • “Orphans” and “Widows” may happen – we forgive you
• Same basic design rules apply, but stay flexible!
SCREEN

- Video technology is increasingly popular
- Take advantage of any opportunity for movement
- Consider your visitors’ relationship to the screen
  - How big is the screen?
  - How close is the screen?
  - Is the screen interactive (touch or gesture interface)?
  - How much text is displayed on the screen?
SCREEN

• Use white backgrounds with caution…

• …But remember that dark backgrounds can make the text a bit harder to read (“bleeding”)

• For long bodies of text, adjust the brightness of the screen, or it can cause fatigue and headaches
WALL

• A classic piece of museum design
• For best readability, go for maximum contrast
  • If you break this rule, make sure you have a reason for it!
• Consider the physical space
  • How big is the wall?
  • How much light is in the space?
  • How far away will the visitor be?
  • Is there an opportunity to tie the typography to the subject matter?
• Pre-printed panels, adhesive applications, and hand-lettering can all be used to great effect…

• …Just make sure that the text is properly aligned and spaced no matter what.

• Remember that no matter how lovely your exhibit is, text is irresistible – use it wisely!

• Double-triple-quadruple-check for errors before sending to the printer!
WALL

• Design can influence audience behavior – visitors want to read without moving their heads. Example exhibit:

• Case 1: Big typography
  • Visitors have to stand away from the wall to read the text, then move in to examine the art. Emphasizes contrast / scale. Encourages visitors to move through the space freely.

• Case 2: Small typography
  • Visitors have to lean in close to read the text, in which case they may already be close to the art. Emphasizes detail / delicateness. Encourages visitors to take turns.
FOR ALL MEDIUMS:

• Use clear, legible typography at a size appropriate for the audience
  • In general, your audience is going to span many ages and reading skill levels – always “Design for the Outliers”!

• Remember accessibility considerations

• Look at the typography as if you’re seeing it for the first time – what does it make you do?
  • Pay special attention to your feet and posture
  • Test it out with a friend!
When to Call in a Pro: Working with designers, editors, & printers

Editors: Don’t be afraid of editors. At best a real editor helps the writer’s true genius shine through. At the very least, a real editor saves the writer from looking stupid.

Designers: The ideal designer is content-oriented, and is a communicator, not just a decorator. A design that looks good but does not communicate is like a beautifully-painted square wheel – it doesn’t serve its function.

Printers: Printers know how to get the image on the paper, and can advise on how to achieve economical and headache-free production. Nurture the relationship, but be aware that they may not be qualified to dispense wise counsel on the finer points of your project.

Do-it-yourself design is like do-it-yourself plumbing …

Most of us do OK with the small jobs, but on the big jobs, when there’s a risk of flooding the house, it’s best to call in a pro.
Questions & Discussion

“Why...?”

“???!!!??”

“How...?”

“What...?”

“How...?”

“When...?”

“!#$%!!?”

“***!!??”

“!!!?”

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Final Words: Keep up with our changing world

- Keep up with the latest discoveries in readability, usability, and comprehension.
- Keep up with changes in reader behavior.
- Don’t be a wimp. But don’t be reckless.
- Know the rules before you break ‘em.
- If you do decide to break a rule, do it boldly.
- Communicate, don’t just decorate.
- There’s more to typography than typing.

REMINDER TO SELF:

Swirly shapes and spatters of color are nice, but
DESIGN IS NOT DECORATION!
The primary aim of graphic design is to serve the communicative function!
CAN PEOPLE READ IT?

WHAT GOOD IS A FANCY SQUARE WHEEL?

DON’T JUST DECORATE, COMMUNICATE!

COMPLIMENTS OF:
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