

WHAT IS TYPOGRAPHY?

Look around and you will see that printed words are everywhere, we are surrounded by them! Books, magazines, websites, adverts, posters, food packets, shampoo bottles, bus tickets... they all have printed words on them. Have you ever noticed how much the styling of those words varies?

Words can be **BIG** or small,

they might be **HEAVY and BOLD**

or thin and delicate,

the style of the text might have a military feel

or might be quite curly and showy.

Why is the text around us all so different?



Wouldn't it be easier if all text was printed in the same,
easy-to-read style?

When a designer adds printed words to something, whether it's a poster for a new film or the name on a box of breakfast cereal, they typically think very hard about the style of the text they are going to use, the colour, how big it is and whereabouts it should appear.

All these different decisions about type, put together are called ..

‘TYPOGRAPHY’

Typography is what makes all the printed text around you look so different.

WHY IS TYPOGRAPHY IMPORTANT?

What happens when you read words is quite amazing!

When you see these three little shapes together

c a t

your brain forms an image in your head of one of these

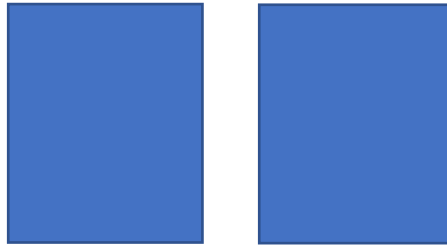


Typography allows the designer to add some extra information to the word to influence that image that your brain conjures up...

CAT What does the cat that you see look like? Is it big and cuddly?

CAT What colour is the cat that you see?

Party invitation example.



This book explores all the different things that you can do with printed words to help you influence the way people think about the words that you write. We're going to look at..

Style of letters

Placement

Colour

Layout

Weight

Hierarchy

Try it yourself

Take a look at some of the printed text around you. Can you guess why the designer might have chosen that particular style, colour or size for the words?