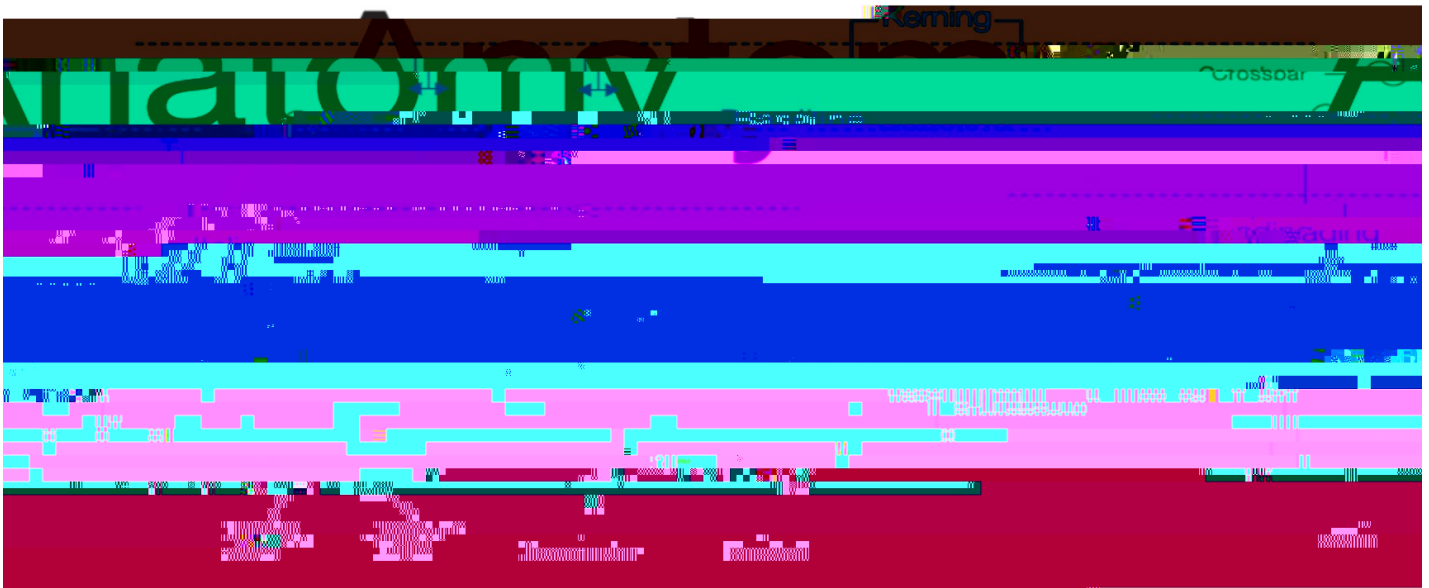


Typography



Typography is the art of selecting and arranging typefaces or fonts. Though typically thought of as purely functional, typography is a critical element of the design process which can greatly affect a document's overall appearance. With a little help, anyone can become a good typographer or someone who uses fonts deliberately and effectively to create visually interesting and aesthetically appealing designs.



The Purpose of Effective Typography

In order to create an effectively designed, visually appealing product, a typographer should pay careful attention to several important principles when arranging and selecting fonts; three of the most important concerns typographers should consider include

Typography should use fonts in deliberate and consistent way to create the appearance of unification and harmony. Using too many different font



Font Families



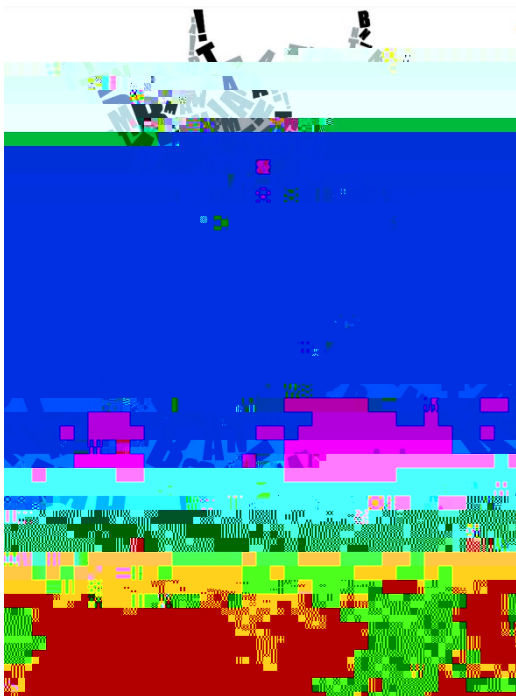
Typographical Relationships

A relationship between fonts is created anytime more than one font appears on a typed page. There are three types of relationships which occur when using typefaces; They are

A concordant relationship between fonts occurs when a typographer or designer uses only one type of font or multiple fonts from the same family with little or no variety in style, size, weight or other types of emphasis. Typically, concordant fonts appear sedate and should be avoided under most circumstances. This text represents a concordant relationship.

A conflicting relationship between fonts occurs when a typographer or designer combines different typefaces that are similar but not the same. Conflicting fonts generally produce a confusing effect, undesirable for design purposes.

A contrasting relationship between fonts occurs when clearly distinctive typefaces are combined to create a dynamic visual appearance to engage readers!



: Typography may be used to create images or art such as the Batman featured to the left!

: For more detailed help or if you have questions, visit the Writing Center located in the Lewis University Library or call 815-836-5427.