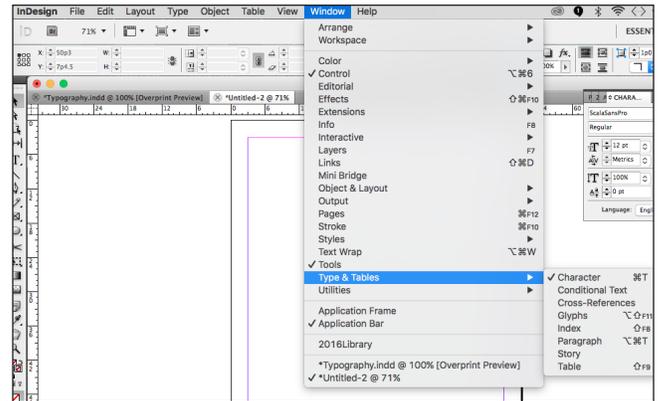


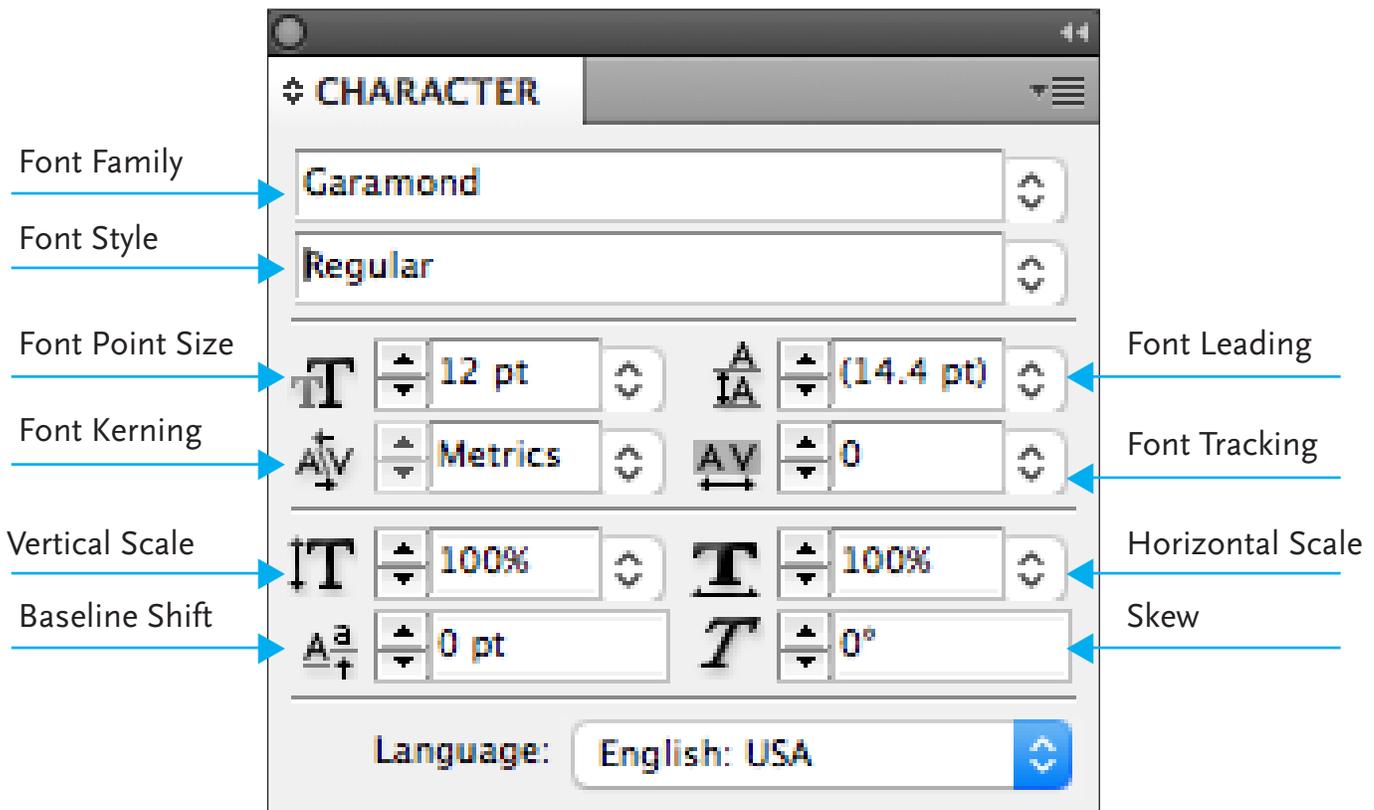
Typography - Overview

CHARACTER PANEL:

When working with Indesign, there are different ways to change typography. During this training, we will be using the character panel that can be found under window menu. example 1.0 In the example below it represents the character panel that will be used. The panel is broken into different elements which will change the typography. Shown in example 1.1



ex. 1.0



ex. 1.1

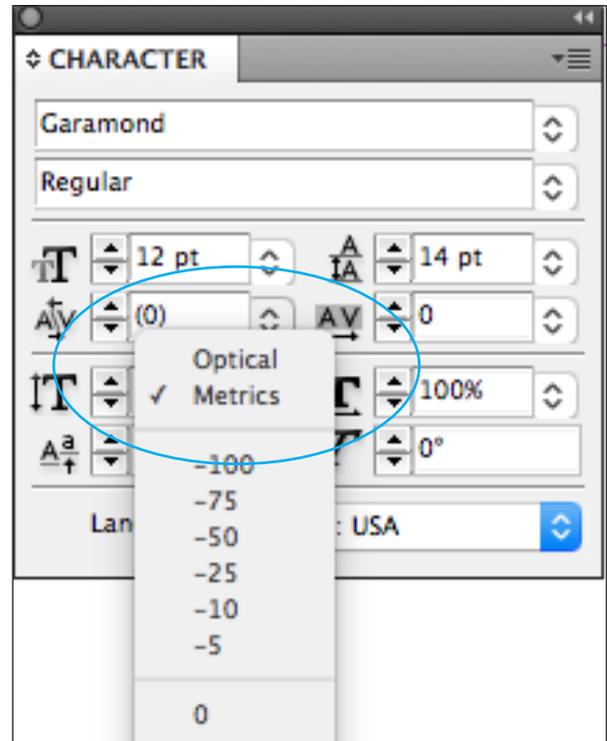
Typography - Kerning Types

WHAT IS KERNING:

In typography, kerning is the process of adjusting the spacing between characters in a proportional font, usually to achieve a visually pleasing result.

KERNING - METRICS

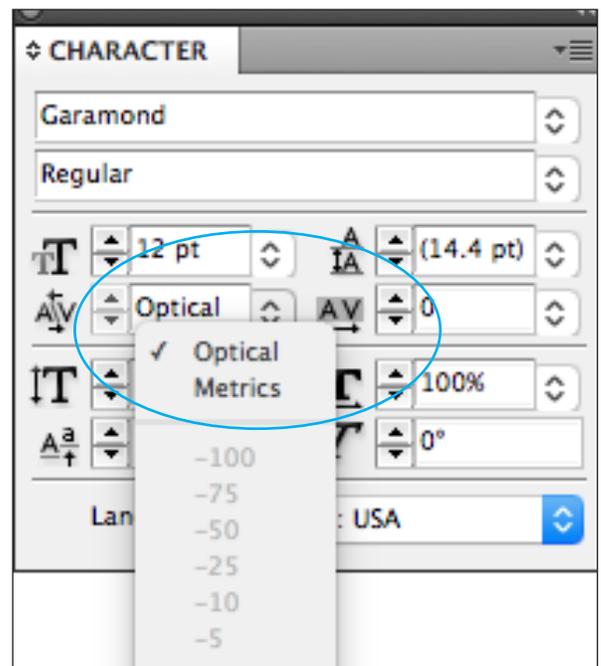
Metrics option is the default setting when using kerning. It is set by the designer of the font. The designer has taken the time to set up the kerning as a built in standard for the font being used. When starting to work with typography, the designer should choose metric kerning. Shown in the example 1.2 to the right



ex. 1.2

KERNING - OPTICAL

The optical kerning option, adjusts the kerning between shapes of the characters. This does not use the preset standards used in Metrics settings. Shown in the example 1.3 to the right



ex. 1.3

Typography - Kerning Settings

WHAT IS KERNING:

Kerning is the process of adjusting the shape between characters in a proportional font. This is used to make the font visually pleasing. This is not to be confused with tracking which is discussed on next section. Examples (1.4 - 1.8) show the affects of small amounts of kerning. Negative kerning should not be used for certain projects.

KERNING SETTING

Kerning Set To -100

Byzantine

Kerning Set To -50

Byzantine

Kerning Set To 0

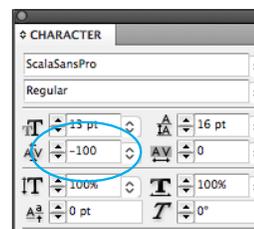
Byzantine

Kerning Set To 50

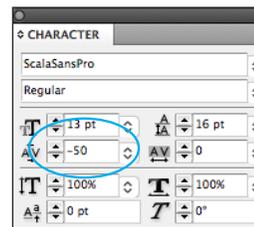
Byzantine

Kerning Set To 100

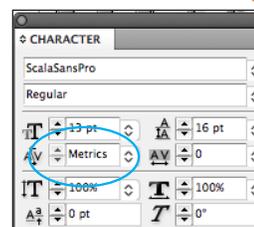
Byzantine



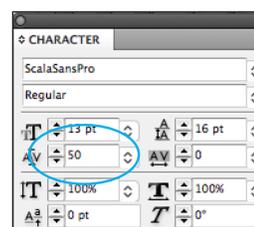
ex. 1.4



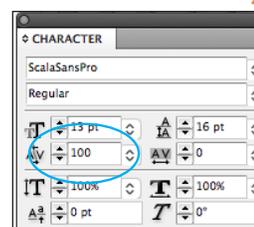
ex. 1.5



ex. 1.6



ex. 1.7



ex. 1.8

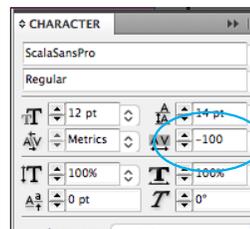
Typography - Tracking Settings

WHAT IS TRACKING:

Tracking controls the spacing between the letters across a block of text to be consistent. This affects the block of text. Tracking is very successful when being used with Headlines or Logo designs. Examples (1.9 - 1.13) show the affects of small amounts of tracking and how it changes the readability. Note that negative tracking is rarely used.

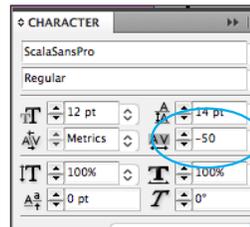
TRACKING SETTING

Plethora Tracking Set To -100



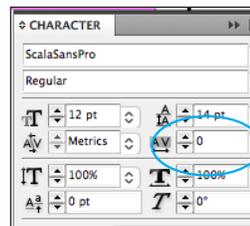
ex. 1.9

Plethora Tracking Set To -50



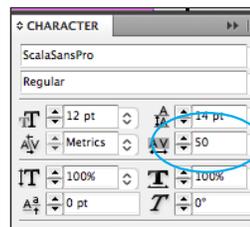
ex. 1.10

Plethora Tracking Set To 0



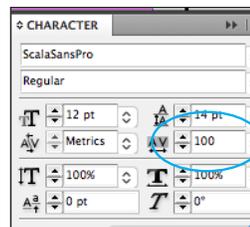
ex. 1.11

Plethora Tracking Set To 50



ex. 1.12

Plethora Tracking Set To 100



ex. 1.13

Typography - Glossary

BASELINE SHIFT:

The Baseline Shift alters where the height of the invisible baseline where text sits upon.

FONT FAMILY:

This selection sets the type of font you'd like to use such as Times New Roman, Arial, and so forth. The fonts used in this tech document is ScalaSansPro & Eames Century Modern

FONT KERNING:

In typography, kerning is the process of adjusting the spacing between characters in a proportional font, usually to achieve a visually pleasing result.

FONT POINT SIZE:

Font size adjusts how large or how small a user wants the text to be.

FONT STYLE:

Font style dictates extra styles the font can have like italics or bold.

HORIZONTAL SCALE:

The Horizontal Scale tool is used to stretch out or shrink text on the horizontal plane. In the screen capture above, the text on the left is set to 100% while on the right it is set to 150%

LEADING:

Leading determines the space between lines of text.

VERTICAL SCALE:

The Vertical Scale tool serves the same purpose as the horizontal, except it manipulates text vertically.

Typography - Glossary

TRACKING:

Tracking controls the spacing between the letters across a block of text to be consistent. This affects the block of text. Tracking is very successful when being used with Headlines or Logo designs. Note that negative tracking is rarely used.

SKEW:

Not all fonts come with an italicized version solution. Skew the text! This also comes in handy if you need to lean text to the left.