

Typography

Typography is the art and technique of arranging type to make written language more appealing when displayed, the term typography is also applied to the style, arrangement, and appearance of the letters, numbers, and symbols created by the process.

Typography is the work of typesetters (also known as compositors), typographers, graphic designers, art directors, manga artists, comic book artists, graffiti artists, and now, anyone who arranges words, letters, numbers, and symbols for publication, display, or distribution.

Serif font,
very classic

Decorative
Text, funky
looking

Typography IS

ESSENTIAL IN

graphic *design*

San Serif font (very
similar to Serif font)

Script font,
neat and
elegant

Serif

In typography, a serif is a small line or stroke regularly attached to the end of a larger stroke in a letter or symbol within a particular font or family of fonts.

Aa

Most books, newspapers, and magazines use serif fonts for their legibility. Serif fonts are not as useful for web designs, particularly when they are used at small sizes.

San Serif

Serif: The short lines from the end of an angle of the strokes of a letter

Aa

In typography and lettering, a sans-serif is a font that does not have extending features called "serifs" at the end of strokes. Surf texts would be used for posters or books because its easiest to read.

Decorative text

Decorative fonts are fonts with extreme features such as swashes or exaggerated serifs.

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As their name suggests, decorative fonts should be used for ornamented purposes, as the font is very eye catching and unique

Script

Script fonts are extremely to calligraphy and handwriting fonts. They are perfect for invitations, greeting cards, headlines or very short, expressive texts.

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They range from classic, flowing scripts for elegant designs to light-hearted types with rounded forms