

YOU HAVE ARRIVED.



*Effective Typography:
On Paper – On the Web – On the Wall*

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.)

- ▶ **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.)

“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.

No capital - In this usage, "president" is a common noun. The President of the Wahoo
 No capitals - In this usage, the title is a common noun. County Muskrat Museum
 Usage error: "to," not "too." appointed Joe Doaks as Senior
 Usage error: Remove hyphen Curator, and said: "We're
 Proper state abbreviations needed. happy too have Mr. Doaks in
 Book titles are set in italics, not underlined or in quotes. position for the Museum's
 Usage error: "go-to" is a hyphenated adjective. expansion of our out-reach
 No apostrophe - not possessive. branches in MA and NH".
 No capitalization for common nouns. 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 boldface needed.
 Needs apostrophe, not "foot mark."
 Needs proper quotation marks.
 No colon needed.
 Needs apostrophe.
 Punctuation goes inside a "real" quotation mark.
 Never underline body text. That's right – never.
 Needs apostrophe here, not single quotation mark. "90s" is correct, with no possessive apostrophe.
 Proper state abbreviations needed, not two-letter postal abbreviations.

Now you've seen it, so don't do it.

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 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.

**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, 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.

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.

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 in a headline for a news report
about an agricultural initiative. Rewrite!

Ancient virgin
lands a dud again

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

Ancient virgin lands
yield poor harvest

Headlines & Subheads: Consistency is paramount

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 ← Kicker Head

Dudd Industrial appoints new CEO ← Main Head

Horace Q. Dudd ← Subhead Level 1

to replace 'Spud' Dudd ← Subhead Level 2

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' ← Subhead Level 2

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?!?

BROKEN
TOO TIGHT
TOO LOOSE
OUT_OF KILTER
UNDULATING
DAZZLING
DROOPY
LIGHT & AIRY
NO-NONSENSE

A small selection
of thematic
display typefaces

GO TEAM!

Aachen ... suggests football jerseys

FREE HOT DOGS!

Balloon Bold ... suggests informal fun

Midnight Revue

Broadway Engraved ... 1920s Art Deco

Frumpington 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

Make sure
custom special effects
advance the meaning



F. McGee Museum Storage Solutions

Custom graphic conveys meaning of the text.

ME and MY SHADOW:

Jazz tap duo reflect on synchrony on stage... and off

Simple drop-shadow echoes the theme.



Nice graphic effect ... but not for this subject.

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.

Cheltenham
Bold
Condensed
headline
with
Helvetica
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.

*Contrasting,
compatible, &
complementary*

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.

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.

*Contrasting,
compatible, &
complementary*

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.

"Newsletter-Safe" Combination

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

SOLUTIONS
CLEARINGHOUSE

*Everybody's got a "solution"!
We've got 'em all!*

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.

"PR-Safe" Combination

Headline Type:
14 pt. Century Schoolbook Bold
Body Type: 9 pt. Century Schoolbook
Logo Variant Example:

Professor
Stringbean
Daredevil Equilibristic Artiste

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.

"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

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.

"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)

CHEZ **Alphonse**
RESTAURANT

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.

"Research-Safe" Combination

Headline Type: 14 pt. Helvetica Bold
Body Type: 9 pt. New Baskerville
Logo Variant Example:

MYA
FOOTE
Admitted & Committed in N.Y.
ATTORNEY-AT-LAW

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.

"Offbeat Headline" Combination

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

GOOFUS
INDUSTRIES
Finally - A 21st-Century Goofus

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 Saturday, August 16, 2014

The "What" and "When" are spaced & grouped as a unit.

Indent & bullets provide instant organizational guidance.

Each course, with time & description, is spaced together as a unit.

- 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.

Equal space here separates categories of content.

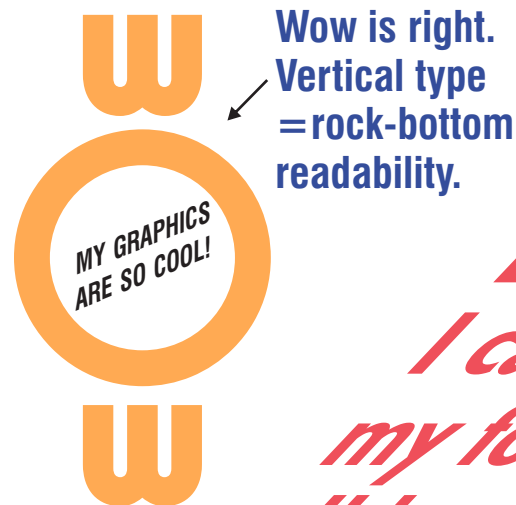
Less space here unites parallel elements.

Spacing indicates that text applies to all of the courses.

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 hipatitis



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.

FUSSY FELICIA'S
FRILLY FLORAL FINERY

↓ 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!**

'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.

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.PhanstasticPhysics.com

The Museum of
THE PHILADELPHIA INSTITUTE OF PHANTASTIC PHYSICS

12345 South Main Street, Philadelphia, PA 98765 • 123-456-7890 • www.PhanstasticPhysics.com



A Hands-On Circus Arts Adventure 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

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
- 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!

Register TODAY! Call PIPP at 123-456-7890,
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- 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.

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8:30 a.m. - 5:00 p.m., Saturday, January 21, 2019
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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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PHILADELPHIA INSTITUTE OF PHANTASTIC PHYSICS

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Design &
Typography
by
Stoopy Joe's
Phast & Cheep
Graphics, Ltd.

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

Now you've seen it, so don't do it.

- Distinctive typeface chosen for program title.
- Functional use of color ... used sparingly for identity and emphasis only.
- Consistent and precise alignment, and logical spacing throughout.
- Design follows the path of “reading gravity.”
- Multiple “entry points” draw in the reader.
- Bulleted list is extracted from body text.
- Thematic photo faces into the page ... to keep the reader on the page.
- Bold and prominent call-to-action.
- Title/logo repeats at the bottom of the flyer, wedded to the circus action photo.
- Museum logo/identity color frames the top and bottom of program flyer.

‘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
- 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!

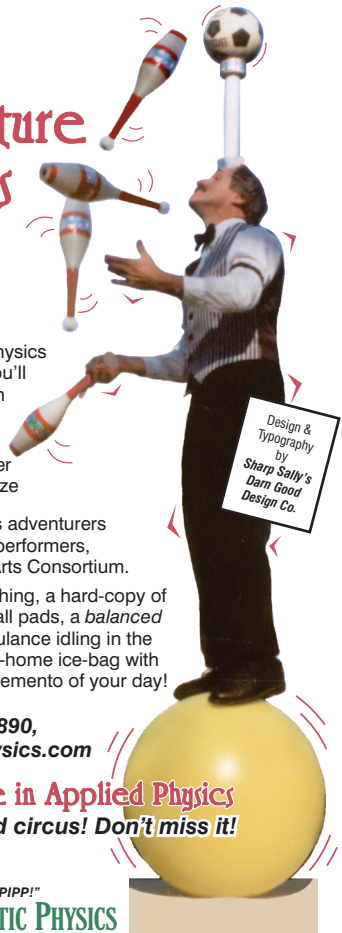
Register TODAY! Call PIPP at 123-456-7890, or register online at www.PhantasticPhysics.com

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

The Museum of
PHILADELPHIA INSTITUTE OF PHANTASTIC PHYSICS

“Play the Day Away at PIPP!”

12345 South Main Street, Philadelphia, PA 98765 • 123-456-7890 • www.PhantasticPhysics.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?

WALL

- 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.

“Why...?”

“????!!!?”

“How...?”

“What...?”

Questions & Discussion

“When...?”

“!#\$\$%!!?”

“***!!!?”**

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?**

COMPLIMENTS OF:

The Cranky Typographer^{SM, TM}

... and **The Cranky Editor**^{SM, TM} – Reginald W. Bacon

www.CrankyTypographer.com

**DON'T JUST DECORATE,
COMMUNICATE!**