Course duration

- 1 day

Course Benefits

- Learn about the purpose of typography.
- Learn the difference between fonts and typefaces.
- Learn the rules of typography and when how professionals break the rules.
- Learn about Section 508 compliance considerations.
- Learn how to make type flow.
- Learn how to build a style guide for your project.

Available Delivery Methods

Private Class
Private classes are delivered for groups at your offices or a location of your choice.

Self-Paced
Learn at your own pace with 24/7 access to an On-Demand course.

Course Outline

1. Anatomy
    1. Defining the Anatomy of Typography
        1. Anatomy of Typography
    2. Purpose of Typography
    3. Brief History
        1. History of Typography
        2. Type Use Today
2. Typeface vs. Font
    1. Define Typeface
        1. What Is a Typeface?
    2. Define Font
        1. What Is a Font?
    3. Purpose of Each
        1. Subtitles
    4. Font License Rules
        1. Basic Rules

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        2. Creating Outlines vs Embedding Fonts
    5. Open Type
        1. Characteristics of Open Type Fonts
3. Rules for Typography
    1. Observe
        1. Project Scope
        2. Doing Research
        3. Getting Inspired
    2. Spacing/Alignment
        1. Page Readability
    3. Font "Feelings"
        1. Emotion of a Font
    4. Being Aware of White Space
        1. Use Empty Space to Fill the Page
        2. Static vs Dynamic Layouts
    5. Existing in and out of the Box
        1. When to Break the Rules
    6. Knowing When to Ignore the Rules
        1. Break the Rules
4. Types of Typography
    1. Types
        1. Serif
        2. Sans Serif
        3. Decorative
    2. Roles of Each
5. Type Hierarchy
    1. Creating a Flow
        1. Creating a Smooth Flow of Information on a Page
    2. Section 508 Compliance
        1. What Does This Mean for Designers?
    3. Proper Structure
        1. Implementing Structure in a Print or Web Page
    4. Documentation Choices
        1. Documenting Your Choices for Future Use
6. Building an Efficient Style Guide
    1. Preparing Expectations
        1. Set Goals
    2. Template Options
        1. Template Types
        2. Template Creation
        3. Template Storage
    3. Methods of Sharing
        1. Local Area Networks
        2. Cloud-Based Solutions

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Class Materials

Each student will receive a comprehensive set of materials, including course notes and all the class examples.

Follow-on Courses

- Color Theory
- Managing Web Design Projects

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