2.1 Typefaces

What is a Typeface?

- A typeface is a family of graphic characters which usually includes many type sizes and styles.

- A font is a collection of characters of a single size and style belonging to a particular typeface family.
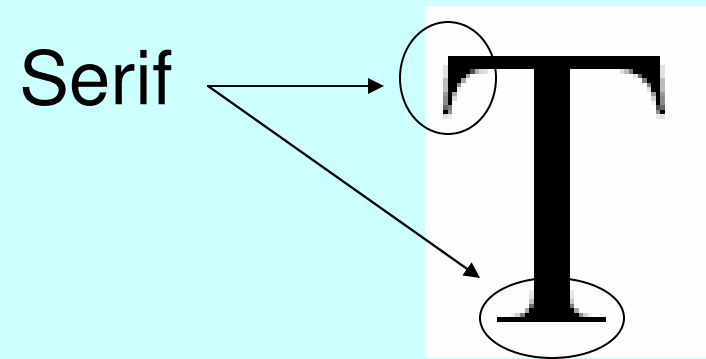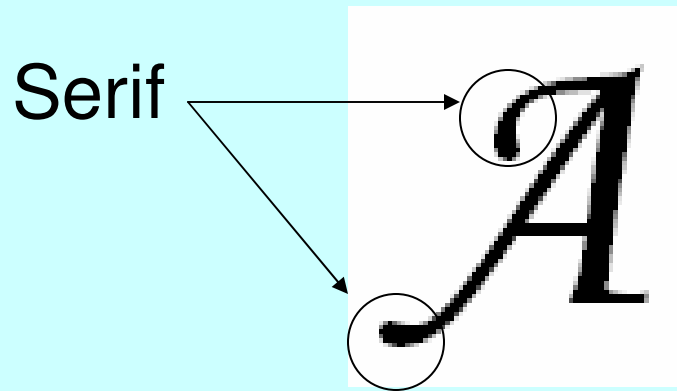
Typography

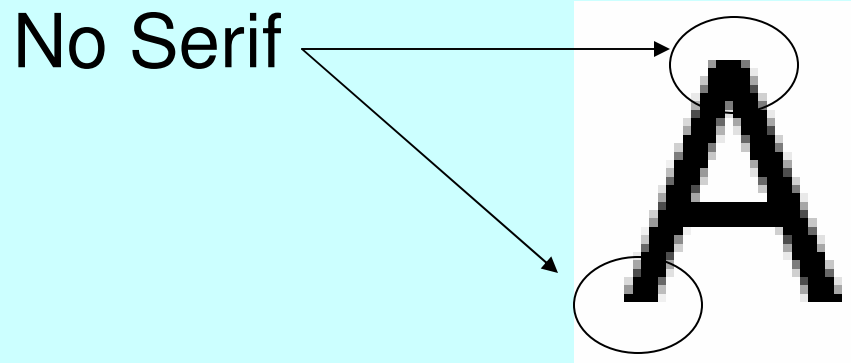- Also ref. note in IT4402b.pdf (slides 7-14)

Serif and Sans Serif Fonts

- **Serif** – the decoration at the end of a letter
- Serif fonts have a decoration (eg. **Times Roman, `Courier`,** *Monotype Corsiva,* etc.)

Serif → *A*

Serif → T

Serif, Sans Serif Fonts

- **Sans** means **without**.
- Sans Serif means Without Serif/decoration.
- Sans Serif fonts include Arial, Lucida Sans, Helvetica, etc.

No Serif

Comparison of font styles

- **Serif Fonts**
  - New Century Schoolbook
  - Times New Roman
  - *Monotype Corsiva*
  - Book Antiqua

- **Sans Serif Fonts**
  - Arial
  - Helvetica
  - Verdana
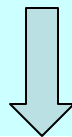 - **Impact**

Type Styles

- Boldface – "**Hello World**"
- Italic – "*Hello World*"
- Underlining – "<u>Hello World</u>"

Kerning

- Kerning is the spacing between character pairs.
- Observe the change in spacing between the character pair **"Av"** when kerning is applied to the word "**Averse**" below.

Unkerned :-

Averse

Kerned :-

Averse

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Kerning Vs Tracking

- Tracking changes the spacing in groups of letters (or entire words), unlike kerning which only works on pairs of characters.

- Tracking of text:-

Line spacing
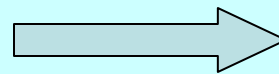
- The spacing between the lines of fonts could be changed in word processing packages (eg. MsWord) as shown below.

Single	1.5	Double
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Orientation

- The orientation of fonts could be changed in word processing packages (eg. MsWord) as shown below.
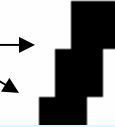
BIT degree programme $\longrightarrow$

BIT degree programme

Anti Aliasing

- Aliased text is composed of "Jaggies" which appear rough to the readers eyes.

- Anti-aliasing refers to the elimination of those "Jaggies", making the text look smoother and easily readable.

Special Effects

- **Shadow**ing and **Emboss**ing are some of the special effects that can be added to fonts as shown below (fonts are enlarged and slide background changed to enhance the effect). Also ref. note in IT4402b.pdf (slides 7-14)

Shadowing

Embossing

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Bitmap Fonts

- These fonts are described using a group of pixels to describe each letter in the font type.

Vector Fonts

- PostScript and TrueType are both vector font description languages – they use mathematical curves to describe the font images

- PostScript developed by Adobe uses Bezier curves.

- TrueType developed jointly by Apple and Microsoft uses quadratic curves.

Anti Alias small fonts