## What is Typography?

The art and technique of composing printed materials from type.
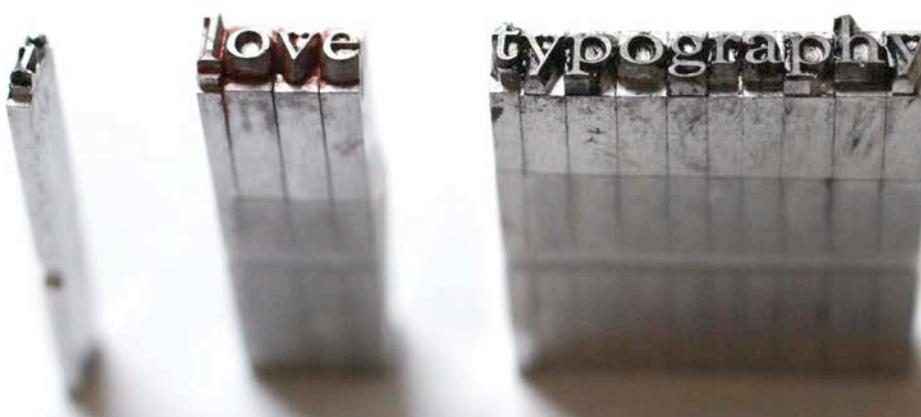
Typography

- is the study of typefaces; how to select, size, arrange, and use them in general.
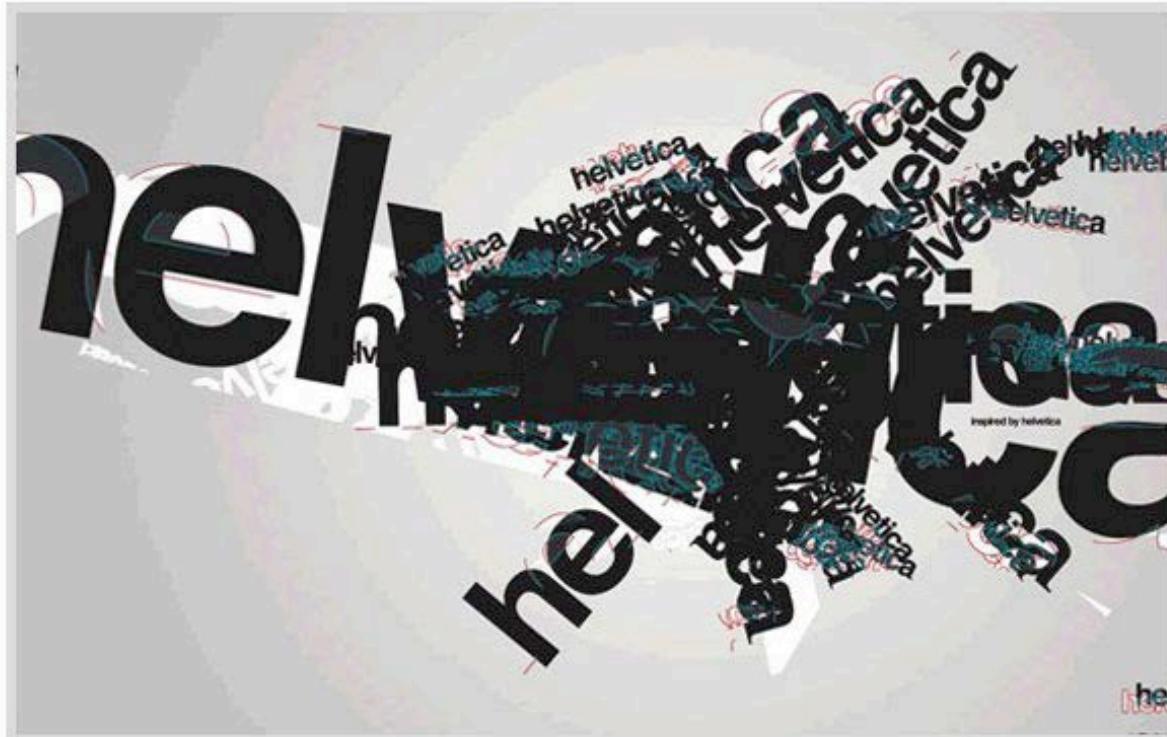
- Traditionally, typography was the use of metal types with raised letterforms that were inked and then pressed onto paper.
- In modern terms. typography includes computer display and output.

In your lifetime you've seen billions of letters and millions of words, yet you might never have consciously noticed the typefaces you read.

- Type is important because it is an unconscious persuader.

- It attracts attention, sets the style and tone of a document, colors how readers interpret the words, and defines the feeling of a page — usually without the reader realizing.

- In short, the best typography goes often unnoticed.

Type communicates on several levels:

- Content: the word's written meaning
- Visual impact: use of type as a design element
- Context: the content and visual impact of text in relationship with entire composition
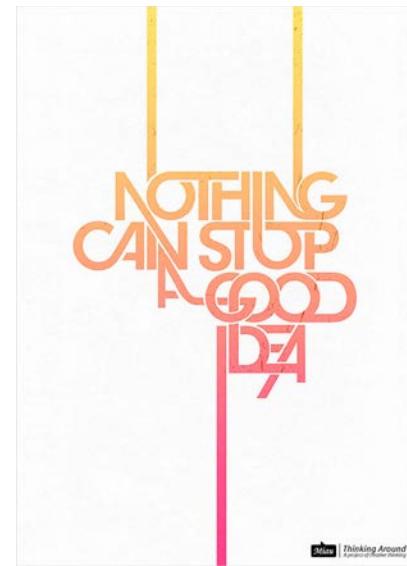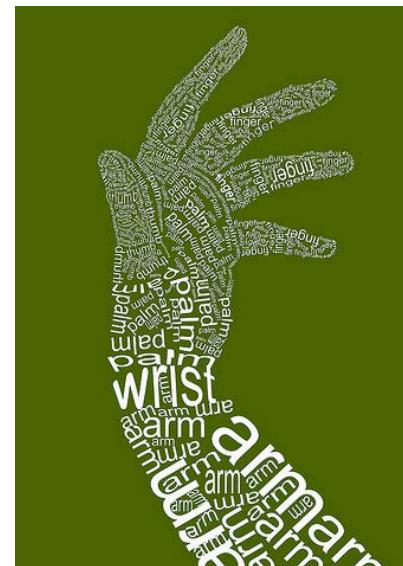
Goals of typographic design

- Typography plays an important role in how audiences perceive your document and its information.

- Good design is about capturing your audience's interest and helping your audience gather information quickly and accurately.

- Typography creates relationships between different types of information, both organizing this information and keeping it interesting.

The Basic Principle

Typography establishes a hierarchy of meaning. The reader easily looks around without getting lost or distracted.

Typography is visual leadership.

The Basic Principle

When typography is used in graphic design…

the visual aspects of text become another way meaning is conveyed.

No matter how fashionable or clever, if copy that is meant to be read
  is difficult to read, it is badly designed.