

Graphic Design II:
The Importance of Typography in Graphic Design
April 6, 2020

Learning Target:

Students Will Understand the Importance of Typography in Graphic Design and Be Able to Identify How Different Types Display Different Meaning in Design

Let's Get Started:

1. Typography and the writing in a graphic design are a major element.
2. Typography often is what gets your attention.
3. Look online, look in magazines, look at a shirt with words on. Look at anything that has words on it and is meant to catch your attention.
 - a. Does anything catch your attention?
 - b. Is it a basic traditional type-face/font or something creative?
 - c. Does the typography fit the message or purpose of the design?
 - d. Is there something you might do differently in terms of the font or type design?

Key Terminology For This Lesson

Typography is the art and technique of arranging type to make written language legible, readable, and 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 Rules and Terms Every Graphic Designer Needs to Know](#)

[More Thorough List of Terms and Description](#)

The Importance of Typography in Graphic Design

Graphic designs are meant to show your brand in a visually engaging manner. They need to be extremely reader friendly. This makes the purpose of typography indispensable for a design. Typography is an art. It makes the letters come to life in your design. It has a great impact on how your design is received by people. It is as important or sometimes more important than the color and graphics used. It solidifies your brand image. It combines the both art and science to give the best effect to your designs. Here are some reasons why you should never overlook on the goodness of typography.

1. Speak to the viewer - A good typography accentuates your graphic designs. It gives them the ability to evoke the right emotion. It has been proved that typographical choices have a great influence on the audience.
2. Reduces visual fatigue - The most desirable outcome you expect from your design is to make people impressed with it. Typography helps you achieve that. Appropriate font selection and mastery in typography will make your message more legible and easy to grasp.
3. Adds value to your design - Good typography adds value to your design. It makes your content more readable and shareable. People give preference to designs with better typography. And unique font styles and rendering gives an impressive uniqueness to your designs and elevates their value.
4. Delivers the message with clarity - Good design has to give the best first impression. It should be able to boost your credibility and trustworthiness. This will be a far dream if your message gets lost in intricate decorations. Paying attention to typographical best practices and standards will save you from deadly mistakes.
5. Bad typography can cause bad losses - Mismatching font style and brand image can cause confusion. Improper letter spacing and alignment can frustrate the user. A good typography can do great things for your design. But bad typography can ruin the entire graphic design. This is because people identify your idea as a combination of all design elements. Bad typography can make your design useless in conveying the message.

Typography Indicates Mood and Purpose

As crazy as it sounds, typography is key in creating the mood and purpose of a graphic design.

Different fonts are used to get different moods and messages along. We will explore this over the next few pages.

— THE —
PSYCHOLOGY
BEHIND TYPE CHOICES



EACH FONT TYPE YOU USE FOR YOUR BUSINESS EVOKES DIFFERENT EMOTIONS.

Get the emotions you want people to feel when you select the right logo font.

SERIF



Tradition

TIMES NEW ROMAN

RESPECTABLE

TRAJAN

Reliable *Comfort*

BASKERVILLE

GEORGIA ITALIC

SANS SERIF



Stability

HELVETICA BOLD

OBJECTIVE

FRANKLIN GOTHIC

Clean *Modern*

CALIBRI

REVISED ITALIC

SCRIPT



Elegance

ELIZABETH SCRIPT

Affectionate

EDWARDIAN SCRIPT

Creativity

LAVANDERIA

MODERN



STRONG

FUTURA

Progressive

ITC AVANT GARDE EXTRA LIGHT

Stylish Chic

DISCOF ITALIC

CENTURY GOTHIC

DISPLAY



Friendly

COOPER

unique

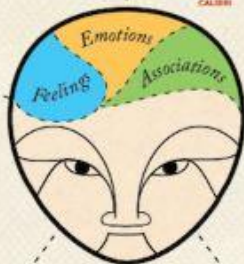
SPACEAGE ROUND

EXPRESSIVE

VALENCIA

Amusing

GODVAP



an introduction to

FONT PSYCHOLOGY

SERIF



PERSONALITY:

Traditional
Sophisticated
Reliable
Practical
Formal



TRY 'EM OUT:

Baskerville
Didot
Garamond
Georgia
Times



PAIRS WITH:

Sans Serif
Script
Display



USE IT ON:

Logo
Body Copy
Website Text
Titles
Printed Materials

SANS SERIF



PERSONALITY:

Modern
Clean
Humanist
Geometric
Universal



TRY 'EM OUT:

Avenir
Futura
Gill Sans
Helvetica
Verdana



PAIRS WITH:

Serif
Script
Slab Serif



USE IT ON:

Logo
Body Copy
Titles
Small Text

script



PERSONALITY:

Elegant
Classic
Formal
Sophisticated
Stylish



TRY 'EM OUT:

Bullermilk
Edwardian
Isabella
Snell Roundhand
Zappino



PAIRS WITH:

Serif
Sans Serif



USE IT ON:

Logo
Titles
Invitations

SLAB SERIF



PERSONALITY:

Bold
Contemporary
Trendy
Friendly
Solid



TRY 'EM OUT:

Clarendon

Copse

Josefin

Museo

SILVERFAKE



PAIRS WITH:

Sans Serif



USE IT ON:

Logo
Titles

FONT MOODS

EMOTIONS ELICITED BY DIFFERENT TYPES OF FONTS

IMPORTANT	Slab SERIF
EVIDENT	
BOLD	
IMPACTFUL	
ATTENTION-GRABBING	

Sans SERIF	SIMPLE
	SENSIBLE
	STRAIGHTFORWARD
	EASY TO READ
	NEUTRAL

STABLE	Serif
RESPECTABLE	
TIMELESS	
FORMAL	
TRADITIONAL	

DECORATIVE

CASUAL

COOL

UNIQUE

HIGH-SPIRITED

EMBELLISHED

FEMININE

PERSONAL

FANCY

ELEGANT

PRETTY

Script

GRUNGE

MYSTERIOUS

TWISTED

JITTERY

CRYPTIC

ABSTRACT

CANDID

TRENDY

BOLD

OBLUQUE

SHARP

Geometric

VINTAGE

OLD-SCHOOL

RETRO

SOLEMN

STYLISH

REMARKABLE

DISTINCT

MOTION

DECORATIVE

GESTURE

COLLOQUIAL

Italic

Modern
Sans Serif

FORWARD THINKING

UNCONVENTIONAL

CORPORATE

UNIQUE

LEGIBLE

PROMINENT

QUIRKY

FRIENDLY

ECCENTRIC

CHIVALROUS

Display

ROUNDED OR

BUBBLE

JOVIAL

SOCIABLE

FUN

WELCOMING

EXCITING

TECHY

CODE-BASED

SOPHISTICATED

EXCEPTIONAL

EDGED

MONO-
spaced

MODERN
SERIF

HIGH FASHION

GLAMOR

EXQUISITE

CLEAN

LUXURIOUS

STOPOVER

DOMINANT

GALLANT

SIGNIFICANT

REPUTABLE

BOLD OR

Black

CONDENSED OR

Ultrathin

BUSY

AUTHORITATIVE

LOFTY

LOGICAL

INFLUENTIAL

DISTINCT

MOTION

DECORATIVE

GESTURE

COLLOQUIAL

Italic

Recognizing The Use and Type of Typography

Go back to the designs and typography examined in the starting up section. Now that you know a little bit more about the purposes and use of typography, please answer these questions about the original designs.

1. What is the overall design you are looking at? What is it for?
2. Do you feel the font meets/works with the design?
3. Can you identify (from the examples on previous pages) what type of font is used or the font family it is from?
4. What kind of mood or purpose do you feel the typography is trying to exude?
5. Do you feel the design gets its purpose across correctly?

Extra Practice: Recognizing The Use and Type of Typography

[Visit this link of strong graphic designs.](#) Pick out between three to five from the web site and look specifically at the typography on the page. Now, answer those same questions about these designs.

1. What is the overall design you are looking at? What is it for?
2. Do you feel the font meets/works with the design?
3. Can you identify (from the examples on previous pages) what type of font is used or the font family it is from?
4. What kind of mood or purpose do you feel the typography is trying to exude?
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Resources/Other Important Articles on the Subject

[Award-Winning Graphic Designs](#)

[More Graphic Design Examples](#)

[More Reason Why Typography is Important to a Graphic Designer](#)