Typography

serif font

ascender

ear

beak

loop

spur

yoko ono was **nOT** *responsible* FOR BREAKING UP **The Beatles**

Verdana

bodoni 72 BodoniFB

Minion Pro
bold condensed italic

Bodoni 72 Smallcaps

Adobe Heiti Std

bodoni regular

bodoni italic

bodoni bold

helvetica regular

helvetica oblique

helvetica bold

helvetica light

helvetica light oblique

Ariel regular

Ariel italic

Ariel Bold

Ariel Bold Italic

KERNING

Kerning is an adjustment of the space between two letters. The characters of the Latin alphabet emerged over time; they were never designed with mechanical or automated spacing in mind.

YOKO ONO
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TRACKING

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ALIGNMENT

Choosing to align text in justified, centered, or ragged columns is a fundamental typographic act. Each mode of alignment carries unique formal qualities, cultural associations, and aesthetic risks.

Align Left

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Align Center

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Align Justify

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LEADING/LINE SPACING

The distance from the baseline of one line of type to another is called line spacing. It is also called leading, in reference to the strips of lead used to separate lines of metal type.

10/12

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MAKING PARAGRAPHS

Paragraphs do not occur in nature. Whereas sentences are grammatical units intrinsic to the spoken language, paragraphs are a literary convention designed to divide masses of content into appetizing portions. Indents have been common since the seventeenth century. Adding space between paragraphs (paragraph spacing) is another standard device. On the web, a paragraph is a semantic unit (the <p> tag in html) that is typically displayed on screen with space inserted after it. A typical indent is an em space, or a quad, a fixed unit of space roughly the width of the letter's cap height.

An em is thus proportional to the size of the type; if you change the point size or column width, the indents will remain appropriately scaled. Alternatively, you can use the tab key to create an indent of any depth. A designer might use this technique in order to align the indents with a vertical grid line or other page element. Avoid indenting the very first line of a body of text. An indent signals a break or separation; there is no need to make a break when the text has just begun. Despite the ubiquity of indents and paragraph spacing, designers have developed numerous alternatives that allow them to shape content in distinctive ways.

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greetings from,

LOS ANGELES
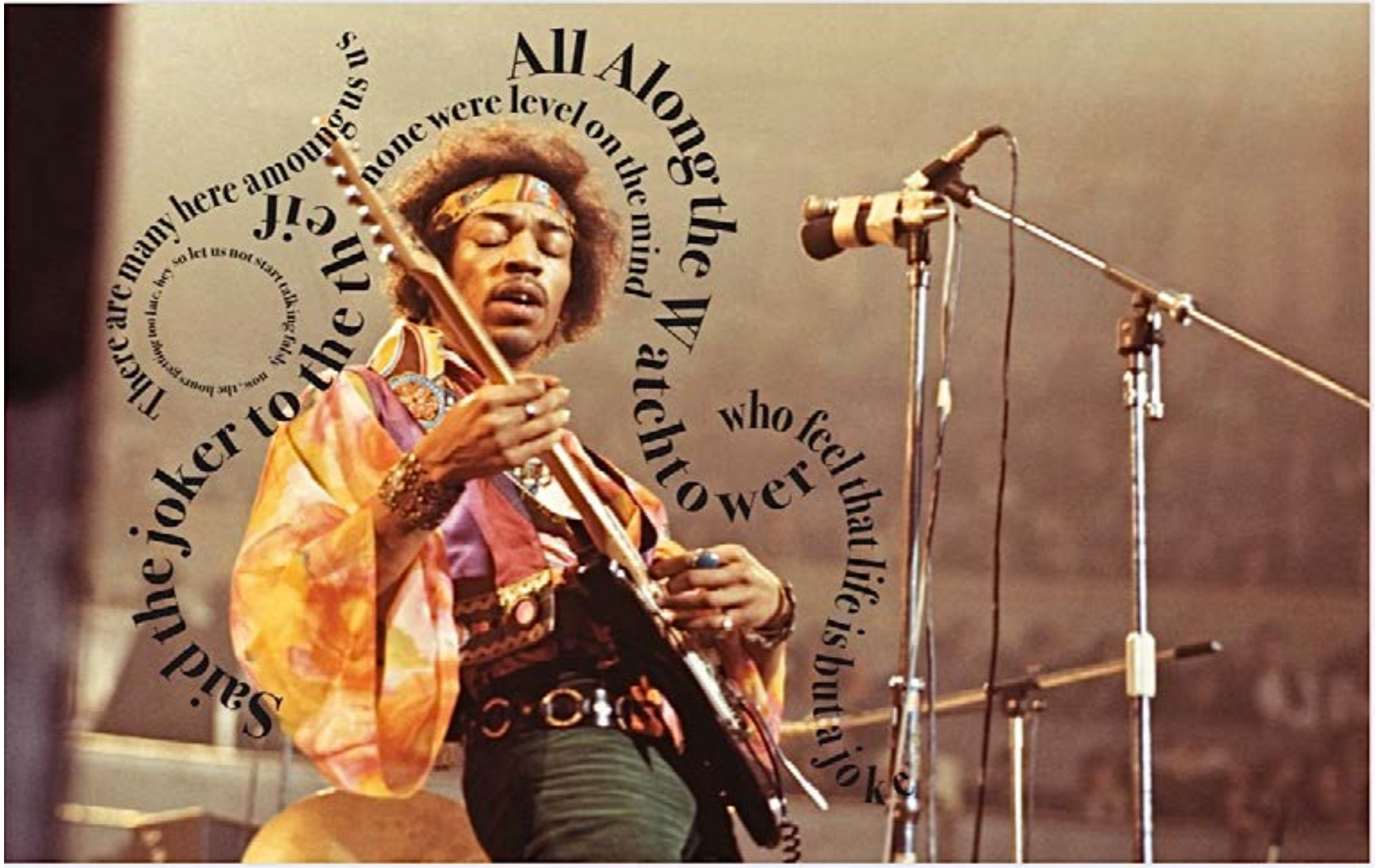
The Department of Advertising Design and Graphic Arts
proudly presents:

Student Exhibits

Grace Gallery

Namm Hall 11th Floor
New York City College
of Technology

April 12 to the end of the semester

PSYCHEDELIA ERA: THE AMERICAN HIPPIES

A MOVEMENT THAT CHANGED THE COURSE OF HISTORY

In the mid-1960s, a never before seen hippie counter-culture blossomed throughout the United States, inciting both the Flower Power movement as well as the general revulsion of more straight-laced, Ward Cleaver-esque Americans.

No longer wanting to keep up with the Joneses or confine themselves to white picket-fenced corrals of repressive and Puritanical sexual norms, these fresh-faced masses would soon come to be known as Hippies. Originally taken from 'Hipster', the term 'hippie' was used to describe beatniks who found their technicolor heart in the Haight-Ashbury district of San Francisco; children of the road who believed they should make love, not war.

Their vocal opposition to the United States' involvement in the Vietnam War and the increasingly rocky road to shared civil rights among all Americans led to this new, alternative form of activism.

Donning psychedelic floral clothing and growing beards that rivaled Rasputin's in length all became part of the evolving counter-culture in the hippie era. With this also came a new epoch of fashion, film and literature; one which would grow out of the San Francisco valley and spill into the daily lives of the masses at home and abroad within the span of a couple of years. But the hippies weren't-

just about experimentation and trouser flares. As mentioned previously, the concept of Flower Power also emerged as a passive resistance to the Vietnam War during the late 1960s.

The beat poet Allen Ginsberg coined the expression in 1965 as a way for people to turn war into peace. Through this, they became known as flower children, singing and-

smiling activists who used props to turn anti-war rallies into guerrilla street theatre across the States. The most famous demonstrations were carried out by the Bread and Puppet Theatre Company, whose members crafted elaborate costumes for the rallies. Perhaps one of the most poignant moments of the movement was on October 21st, 1967. 100,000 hippies, liberals and others marched peacefully on the Pentagon in an attempt to levitate it. They were met with a human barricade of 2,500 soldiers surrounding the Pentagon.

"...hippie counter-culture blossomed throughout the United States."

MULTICOLUMN GRID

While single-column grids work well for simple documents, multicolumn grids provide flexible formats for publications that have a complex hierarchy or that integrate text and illustrations. The more columns you create, the more flexible your grid becomes. You can use the grid to articulate the hierarchy of the publication by creating zones for different kinds of content. A text or image can occupy a single column or it can span several. Not all the space has to be filled. In typography, a column is one or more vertical blocks of content positioned on a page, separated by gutters (vertical whitespace) or rules (thin lines, in this case vertical). Columns are most commonly used to break up large bodies of text that cannot fit in a single block of text on a page. Additionally, columns are used to improve page composition and readability.

Newspapers very frequently use complex multi-column layouts to break up different stories and longer bodies of texts within a story. Column can also more generally refer to the vertical delineations created by a typographic grid system which type and image may be positioned. In page layout, the whitespace on the outside of the page (bounding the first and last columns) are known as margins; the gap between two facing pages is also considered a gutter, since there are columns on both sides. (Any gutter can also be referred to as a margin, but exterior and horizontal margins are not gutters.)