

Designing with Text Type

Font Size

Letter Spacing

Line Spacing

Line length

Alignment

Paragraph Indication

Text Type vs. Display Type

- **Text type** is text used for paragraph text, list, captions and other small text applications.

The diagram shows a white rectangular box with a drop shadow. Inside the box, the word "Environment" is written in a large, bold, serif font. Below it is a paragraph of text in a smaller, sans-serif font. At the bottom of the box is a rounded rectangular button with a right-pointing arrow and the text "Learn More". To the right of the box, two horizontal purple arrows point left towards the box. The top arrow points to the word "Environment" and is labeled "Display Type". The bottom arrow points to the first line of the paragraph and is labeled "Text Type".

Environment ← Display Type

If there is no planet, there is no sport. This understanding drives our North Star for sustainability—a future where all athletes* have access to safe places to play and train, enjoy sport and realize their full potential. ← Text Type

→ Learn More

- **Display text** is the large text used for titles and headings.

Font Size

This is a 72-point type:



72 point

Typeface

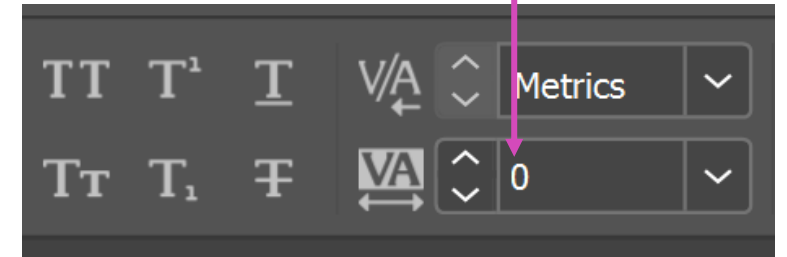
Font Size

- Reading on the screen is more arduous than reading on paper because of lower resolution and the screen glare.
- Text type should be sized for comfortable reading.
- **In print, text size is usually between 9pt and 12pt.**
- Recommended size for body text for screen-based design is 16-20 pixels.
- See [Google Type Scale](#)

Letter Spacing (Tracking)

- Letter spacing is the space between letters.
- Fonts suitable for text type are optimized with just the right amount of letter spacing for text font sizes.
- Therefore, **no adjustment of letter spacing is normally necessary for text type.**
- In InDesign, letter spacing is expressed in thousandth of an em, with em being the font size of the text.

Adjusting
letter-spacing
in InDesign



Leading

- Leading, also called line spacing or Line-height, because it measures the height of the text line, including the space between the lines.
- On the right is a 24px type set with 24px line-height (above) and 30px line height (below).

24 px In typography, leading refers to the distance between adjacent lines of type; however, the exact definition has become confused. In the days of hand-typesetting, it referred to the thin strips of lead that were inserted into the forms to increase the vertical distance

30 px In typography, leading refers to the distance between adjacent lines of type; however, the exact definition has become confused. In the days of hand-typesetting, it referred to the thin strips of lead that were inserted into the forms to increase the vertical distance

Leading

When line spacing that is **too loose** the lines are disconnected.

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When line spacing that is **too tight** it is hard to read the text.

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Leading

For good readability line spacing is often set to be 20% larger than font size.

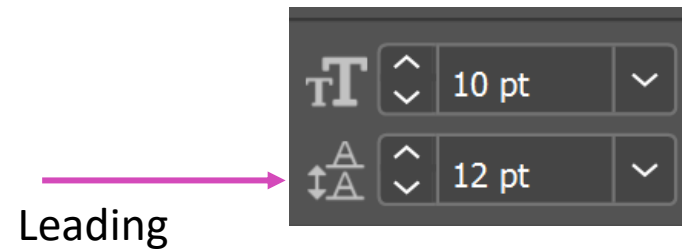
Line-height is 120% of font size



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Leading in InDesign

- When you set the line-height in InDesign to *Auto*, it will be set to 120% of the font size.
- This means that the space between the lines is about 20% of the font size.



Measure

- In typography *measure*, or line length, is measured by the number of characters in the line.
- A comfortable to read measure is between 40 to 75 characters.

40 characters per line


In typography, line length is the width of a block of typeset text, usually measured in units of length like inches or points or in characters per line (in which case it is a measure). A block of text or paragraph has a maximum line length that fits a determined design. If the lines are too short then the text becomes disjointed; if they are too long the content loses rhythm as the reader searches for the start of each line.

75 characters per line

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Measure

Line is too long



Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in classical literature, discovered the undoubtable source. Lorem Ipsum comes from sections 1.10.32 and 1.10.33 of "de Finibus Bonorum et Malorum" (The Extremes of Good and Evil) by Cicero, written in 45 BC. This book is a treatise on the theory of ethics, very popular during the Renaissance. The first line of Lorem Ipsum, "Lorem ipsum dolor sit amet..", comes from a line in section 1.10.32.



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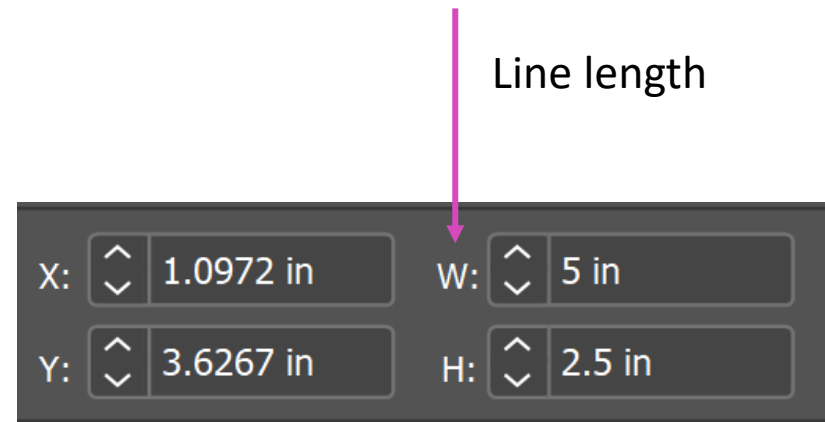
theory of ethics, very popular during the Renaissance. The first line of Lorem Ipsum, "Lorem ipsum dolor sit amet..", comes from a line in section 1.10.32.

The standard chunk of Lorem Ipsum used since the 1500s is reproduced below for those interested. Sections 1.10.32 and 1.10.33 from "de Finibus Bonorum et Malorum" by Cicero are also reproduced in their exact original form, accompanied by English versions from the 1914 translation by H. Rackham.

Measure in InDesign

- In InDesign the measure is the width of the block of text.
- You can adjust the text box width by dragging the handles of the box or by entering a value for the width of the text box.

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Color

- To conserve **readability**, The color of text must be in strong contrast to the color of the background.
- Body text is most comfortable to read when set black on white background.
- Titles can be any color as long as they contrast the background color sufficiently.

PRESIDENT WARNS MADURO'S TROOPS OVER AID IMPASSE

VENEZUELA SHOWDOWN

Trump Implores Loyalists
to Yield Before There's
'No Way Out'

*This article is by Annie Karni,
Nicholas Casey and Anatoly Kur-
manaev.*

MIAMI — President Trump on Monday delivered his sharpest warning yet to Venezuela's military authorities in an increasingly tense showdown over that country's crisis, proclaiming they would "lose everything" by remaining loyal to President Nicolás Maduro and refusing to allow in emergency aid stockpiled on the border.

Mr. Trump gave the warning in a speech denouncing Venezuela's brand of socialism to an enthusiastic crowd in Miami that included many Americans of Venezuelan descent who have fled Venezuela in search of a better life in the United States.

Color

- Which one is the most comfortable to read?

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Alignment

- **Left alignment** reinforces grid lines and connects page elements.
- It is the most used alignment style on screen-based designs.

Travel



In Search of the Northern Lights
5 Places to Visit in New Orleans
Need a Breath of Fresh Air?
Hotels to the Rescue.

Weddings



A Distant Husband Becomes
Caretaker and Falls Madly in
Love Again
The Vibe Was Electric, and That
Was Before the Coffee Buzz
When Weddings Ruin
Friendships

Real Estate



Why Are Real Estate Brokers
Contacting Me After My
Spouse's Death?
Shopping for Coat Trees
Homes That Sold for Around
\$1,000,000
Search for Homes for Sale or
Rent

Alignment

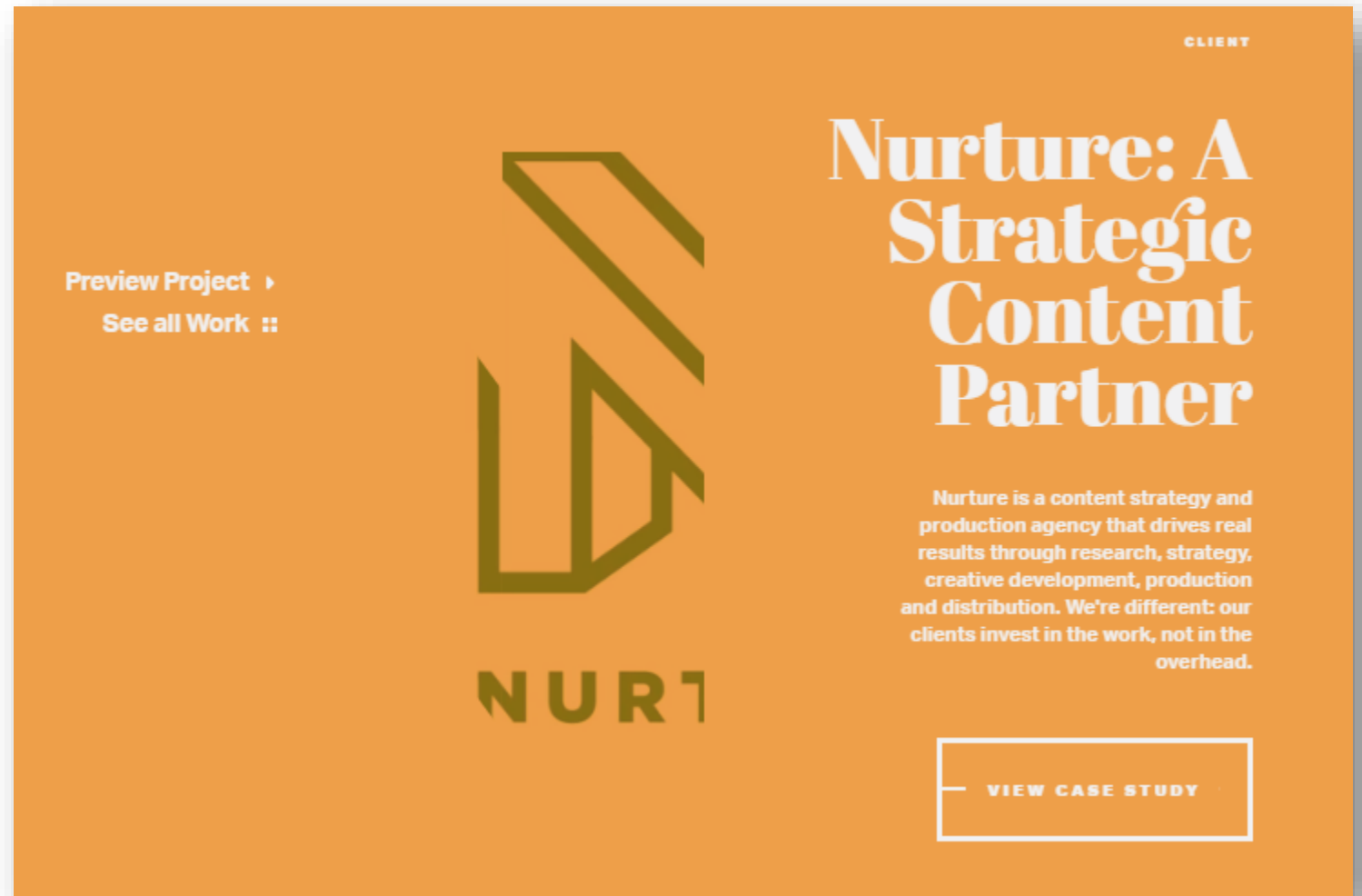
- **Center alignment** works for pages with few elements arranged vertically.



Source: theengineroomlondon.com

Alignment

- **Right alignment** is less common and can be used for a small amount of text for special effect.



Paragraph Indication

- The beginning of a paragraph is usually indicated with a line space or indentation.
- In screen-based design an empty line is the most common method of paragraph indication.

Typography is the art and technique of arranging type to make written language legible, readable, and appealing when displayed. The arrangement of type involves selecting typefaces, point sizes, line lengths, line-spacing (leading), and letter-spacing (tracking), and adjusting the space between pairs of letters (kerning).

The term typography is also applied to the style, arrangement, and appearance of the letters, numbers, and symbols created by the process. Type design is a closely related craft, sometimes considered part of typography; most typographers do not design typefaces, and some type designers do not consider themselves typographers. Typography also may be used as a decorative device, unrelated to communication of information.

Typography is the work of typesetters (also known as compositors), typographers, graphic designers, art directors, manga artists, comic book artists, graffiti artists, and, now, anyone who arranges words, letters, numbers, and symbols for publication, display, or distribution, from clerical workers and newsletter writers to anyone self-publishing materials.

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