

Application: *Layout*

Type is important...and yet so it
content

Use of type in layout



- Must fit and support the content
 - Organization
 - Visual appeal

Organization and Visual Appeal



- Type **style**
- Type **treatment**
- Type **position** / location

From StockLayouts.com

Style, Treatment, Position



STYLE

- Font (also known as typeface or lettering)

TREATMENT

- Size
- Effects

POSITION

- On page
- Relevant to images and other things
- Alignment

Let's analyze this layout

TREATMENT

POSITION

STYLE

Large, eye-catching type treatment at key position: top left.

Appropriate for an ad. Communicates “growth” which fits seed concept.



Look at how it's organized

POSITION

**TREATMENT
STYLE**

Middle of the page.

Different colors and typefaces draw attention, establish order. Some parts bolded.

Larger and smaller text lets you know that the small text explains something.



How is its visual appeal?

POSITION

Bottom of the page.

Small text here probably not as important yet on white it is still easy to read.

**STYLE
TREATMENT**

Color used to draw your eye in. Spacing helps define two separate chunks of text.



More about type STYLE

- Know when and how to use different fonts to create visual appeal

Can you imagine trying to read the whole menu if all the type looked like this?



Font **STYLES** can be broken up into four families or groups

- **Serif**
- **Sans Serif**
- *Script*
- **Decorative**

Style - Serif

Main Entry: **ser·if** 🗣️

Pronunciation: \ˈser-əf\

Function: *noun*

Etymology: probably from Dutch *schreef* stroke, line, from Middle Dutch, from *schrijven* to write, from Latin *scribere* — more at [SCRIBE](#)

Date: 1841

: any of the short lines stemming from and at an angle to the upper and lower ends of the strokes of a letter

— **ser·ifed** or **ser·iffed** 🗣️ \-əft\ *adjective*

- Lines at the *end* of the **stroke** on some letters and thin-to-thick look.
- Examples: Times, Bookman, Courier

Style - Serif



- Lines on ends of letters sometimes called little “feet” that help the eye read through text

Style - Serif



1400s Bible



New York Times newspaper

- Used to help make type more readable in large quantities
- Better for PRINT versus online

KEY TOPIC

Explored further in later lessons

Style - Sans Serif

- *Sans* means **without**
- Sans Serif font is without the little “feet”
- More modern font, simplified
- Examples: **Arial Black**, Gill Sans, Monaco, *Comic Sans*

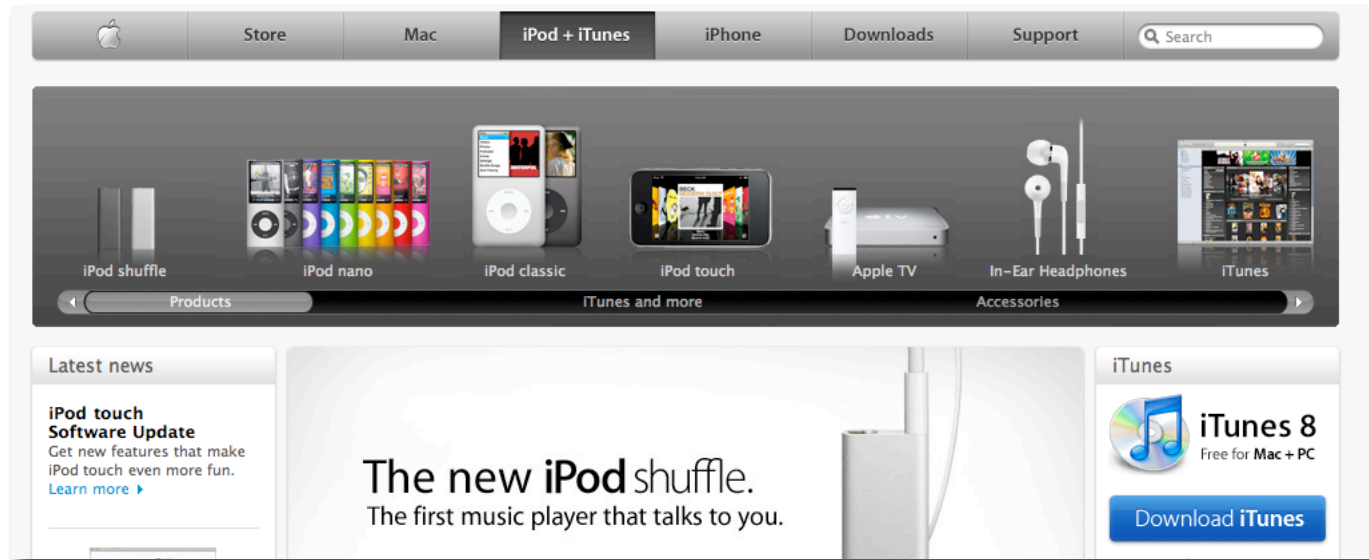
Style - Sans Serif



King of Queens billboard, from www.flickr.com

- Easy to read, no matter the size
 - Example: billboards, road signs

Style - Sans Serif

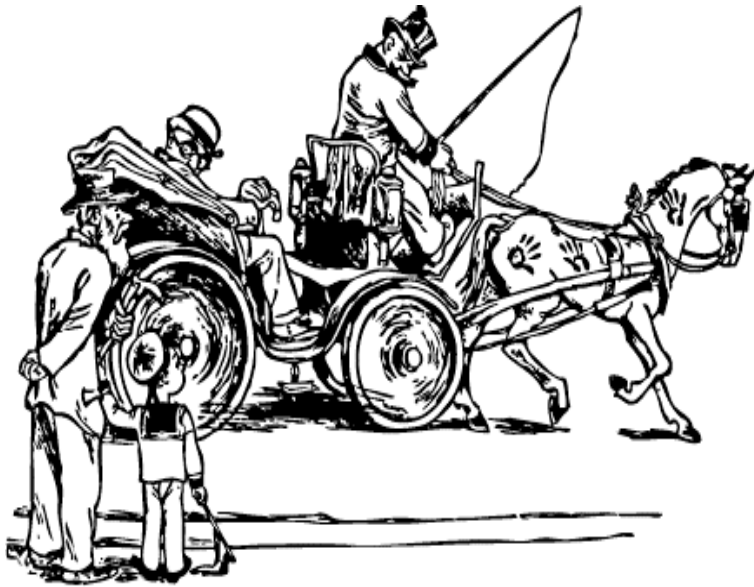


www.apple.com/itunes

- **Ideal for online use**, much easier to read than serif, decorative and script fonts



The “workhorses” of fonts



www.openclipart.org

**Serif and
Sans Serif
types of
fonts in
some
variation are
the most
often used
fonts**

Style - Script



www.bittbox.com



www.easilyprintableinvitations.com

- Kind of a “decorative” font
- Handwritten to curvise to elegant look
- Used in small amounts can be effective

Style - Decorative



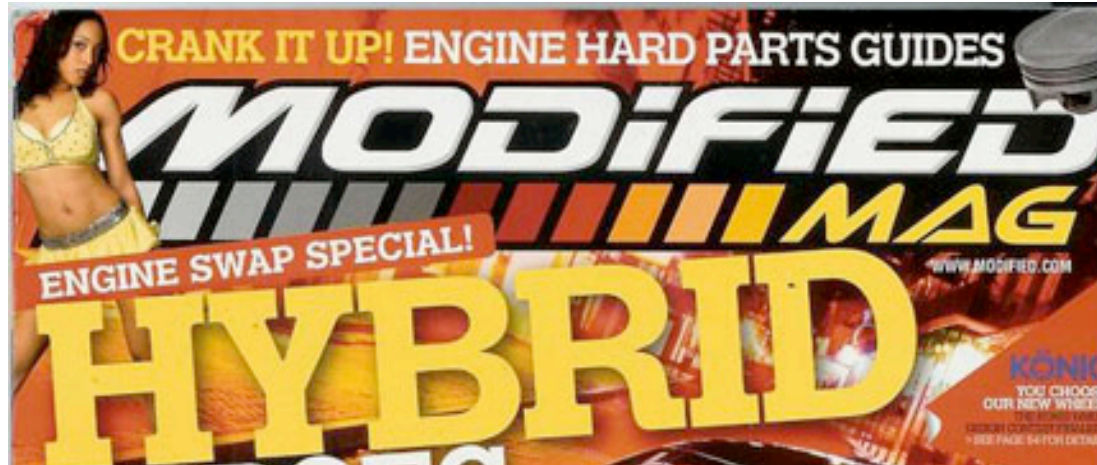
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Style - Decorative



- Modified versions of other fonts
- Good for adding visual appeal, grabbing attention
- Effective in small amounts

In the final part of this presentation we'll look at the remaining two applications of type in layout: **Treatment and Position**