



papèl papèl
+ creative collective

DESIGN TIPS & TRICKS

02

This information is dedicated to every client who inspires, supports and encourages the graphic designer.. and pays on time.

How does one work effectively with a graphic designer? The first priority is to understand as much as possible about the creative process, from defining the project through reviewing the final piece. Good design combines many skills - creativity is just one of them.

We will get familiar with the basics and offer several design tips and guides to bridge the gap between clients and designers.

I hope you enjoy this topic and learn something new. If there's a topic you'd like to know more about, send an email create@papelpapel.net and I'll be glad to discuss it in the next issue of papèl papèl's design tips and tricks!

THE BEAUTY OF TYPOGRAPHY

Just so we all know what we're talking about and can avoid those conversations about "the wiggly bit at the bottom of the g" or "the big letters" etc. this month's topic deals with basic typography. One of the fundamental tools of graphic design is typography, the art of designing with type. Although a designer may spend a lifetime mastering the art of typography, it is not difficult to understand the basics. A familiarity with typography, type terminology and typefaces will give you confidence when dealing with graphic designers and greater control over the finished piece.

TYPEFACE

This refers to a specific design of an alphabet. Every typeface has a name, in many cases it is named after its designer. To most people all typefaces look the same, the difference can be subtle.

TYPE TERMINOLOGY

The following are some terms used by graphic designers when working with type.

Roman - The upright letterforms derived from roman characters. The type you are reading now is roman, usually the easiest type style to read.

Italic - Letterforms that slant to the right, they are usually used for emphasis. *These words are in italic.*

Bold - letterforms that are thicker derived from roman characters. **These words are in bold.**

Serif - The short stroke that projects from the end of the main stroke.

Serif typefaces - Traditionally referring to those typefaces having classical serifs. For example:

This is a Serif Type (Times)

Sans Serif typefaces - not all typefaces have serifs; typefaces without serifs are called sans serifs.

This is a Sans Serif Type (Helvetica)

Script Typefaces - Typefaces resembling handwritten forms. They can vary from formal scripts to free flowing brushstroke styles.

This is a Script Type (Edwardian Script)

Decorative Typefaces - A general term that describes a wide range of display typefaces that are primarily ornamental or unorthodox in style.



Font - Traditionally, all the characters of one size and of one typeface.

POPULAR TYPEFACES

The following is a limited selection of well designed, widely used typefaces: Garamond, Caslon, Baskerville, Bodoni, Times Roman, Helvetica, Arial, Optima, Frutiger.