



by Jenifer Juris

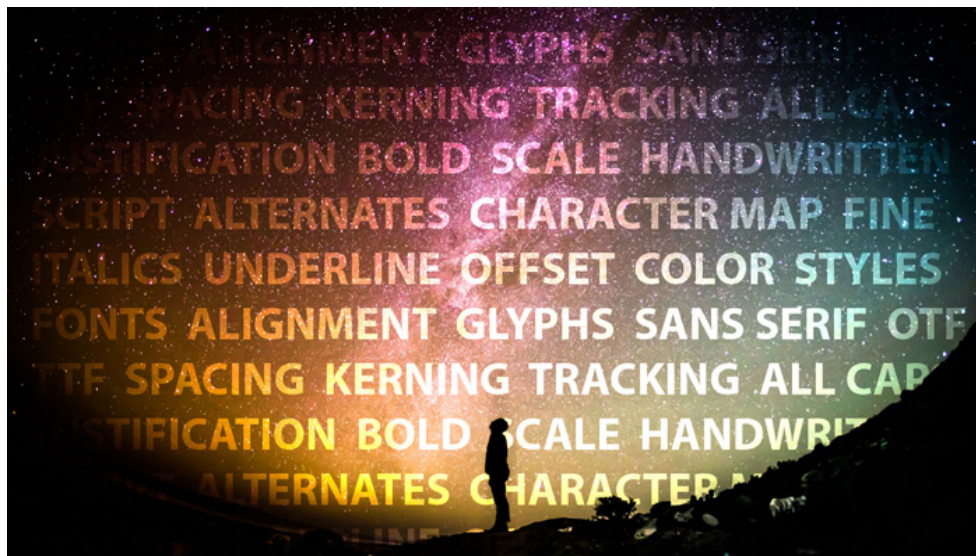
Secrets of Terrific Type

Lesson 01-01: Introduction to Typography

Welcome to Secrets of Terrific Type! I'm so glad you're joining me on this journey and I look forward to sharing my knowledge with you as we take a look at the world of type.

When you sit down to work on a digital project, there are many aspects to consider. We spend time picking out photos, sorting through elements, and don't forget how much time we spend considering the overall layout.

But what about type? Do you give type the same consideration as the other main elements of your digital project? Or are you guilty (like me) of spending 2-3 hours on a digital scrapbook page and then spending 5 or 10 minutes picking out a font and slapping some text on to finish it off? Over time, I've come to learn that type is just as important to the overall finish of a project as the main photo or centerpiece of the design. It's my mission, to share with you, the secrets, tips, and tricks I've learned so that you can create type that not only looks beautiful, but speaks more than the words on the page.



The world of type is BIG. There are so many terms, websites, fonts, and rules out there that it's hard to know who to listen to or where to start. But before we get into the specifics, let's talk about the big question we must answer first.

Why does typography matter?

Before I explain the answer, let's try a small visual example to help you SEE why it matters.

Here is an image I created where I purposely broke rules and used some bad typography.



Can you see some of the things that are wrong? Maybe only one? None? Don't feel bad if you aren't able to recognize what's wrong. These are things we will go over in this class and by the end, you'll be much better at seeing what's important.

Now, here is the same image with good typography.



Ah, much better! You should feel a bigger connection to the image with correct typography. When you use type in the right way, your image or project is more complete and gives the viewer a more satisfactory response and even an emotional response to your digital creations.

What else does using good typography show?

Using type in the right way can convey ideas. When you use type correctly, it can convey things about YOU such as:

- pays attention to details
- professional
- cares about your art/work

Vs. when type is used incorrectly, it can convey the following ideas:

- sloppy
- juvenile
- or lack of focus

So typography matters because you want your digital art to be it's best! Typography matters because it conveys ideas.

You want people to be drawn to your digital creations. You spent time and poured yourself into it, it's only right that it be admired and appreciated instead of glanced over quickly.

And while I only showed you one example, I hope you can start to see the importance of type and why taking the time to learn the Secrets of Terrific Type is going to be worth your while!

So get excited! It's time to jump in and learn all about type.

I'm going to help you navigate the BIG world of type and before you know it, you'll be designing text that you can be proud of!

Credits:

Page & Photo: Jenifer Juris

Masks: Junk in the Trunk by Brandy Murry

Kit: Chasing Dragonflies by Brandy Murry

Fonts: Veteran Typewriter, Amelia Script