Beyond Times Roman

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Since the advent of electronic publishing in 1985, typography has ceased to be the exclusive domain of the craft-based typographer or graphic designer. In a short span of time, more type designs have been introduced into the marketplace than in the entire period of printing history prior to 1985. The widespread use of computer systems has placed layout and design decisions into the hands of many who are interested, but largely unqualified to make them.

The overabundance of typefaces, combined with the lack of understanding of the craft of typography, has consistently led to some egregiously awful examples of typographic design in published material, resulting in viewers ignoring or not receiving the intended messages, in part because they cannot read them.

This workshop seeks to look beyond Times Roman, the typeface that is the de facto standard on many current computer systems. Through a series of presentations, hands-on exercises, and typographic “scavenger hunts”, the workshop participant will develop a practical understanding of:

- Typefaces, families and fonts
  - Size, slant, weight and width
  - Typographic measurement systems
  - Monospaced and proportionally spaced fonts
  - Serif and sans serif typefaces
- Readability and legibility
- Type sizes
  - How to select the appropriate size for your audience
  - How to select the appropriate size for your document
- Measure
  - Identifying the optimal column width
- Letter spacing
- Word spacing
- Leading or line spacing
- Alignment and justification
- Type colour, and “colour”
  - When to add colour, and when to avoid it
  - Colour and the effect of contrast with the substrate
- Special Effects
  - Stretching, bending, masking, adding blends and photographic imagery

Throughout the sessions, participants will learn to identify common errors in typeface selection and use, by investigating everyday items such as magazines, packages, and newspapers for problems.

In addition, participants will learn simple tips regarding mixing and matching typefaces in documents that they are designing.

The workshop will pay particular attention to the needs of the participants and their use and questions about typeface use, whether it is on the World Wide Web, or on materials printed on a laser printer.

Participants will gain insight into the basic technical considerations of selecting Truetype and Postscript typefaces for their documents.

Workshop participants will be provided with:
- A workbook for their session
- A list of typeface vendors and foundries
- An annotated list of resources for obtaining additional information about typography