Typography
in the Creative Suite

Helpful Links

http://tv.adobe.com
Thousands of free videos covering new features, introductory topics & workflow in the Creative Suite

http:/creativesuitelovers.com
Kelly's ®Adobe User Group

Kelly McCathran
San Francisco, CA
(415) 312-2459
kelly@onlineinstruct.com

Typography Vocabulary

Typography is the thoughtful choice, arrangement and placement characters or glyphs in a layout. Choosing a typeface says a lot about the designer, or the message of the piece you are creating. Good designers select typefaces that convey intent and purpose, not typefaces that they simply think are "*fun.*"

Anatomy of Type

The fancy notches on a character a called serifs:

S → Serif

Leading { If you want to help yourself, → Ascender
try helping someone else first. → Descender

X-Height | Hello my name is Kelly McCathran.
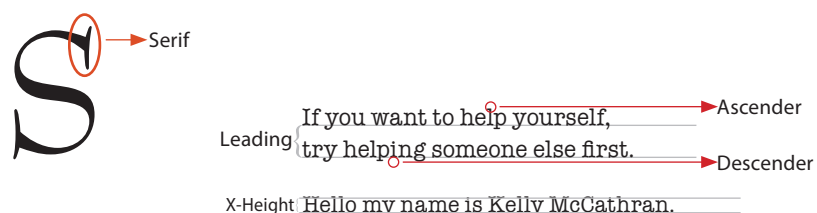
The red line under the type is called the **baseline**. Type used to be set with lead, in the traditional days they would have 12 point type with a 2 point thick piece of lead in between each line. The term **leading** grew from that. Today we refer to type as 12 point type with 14 points of leading *(the height of the type counts in the leading value.)*

Serif Examples

Times New Roman | Times | Garamond | Book Antiqua | Bookman Old Style

Sans-Serif Examples

Arial | Helvetica | Verdana | Century Gothic | Trebuchet MS

Script

Brush Script | Comic Sans | *Künstler Script* | *Edwardian Script* | *Dubloon* | *Zapfino*

Note: Comic Sans falls into the category of sans-serif and casual script.

Point Size Note

All of the fonts in the serif, sans-serif and script examples are 16 point. The size looks different for almost every font because type is measured from the top of the tallest ascender to the bottom of the lowest descender. See how large Zapfino looks in comparison to all other fonts on the page.

Kerning

Kerning is the space between a pair of characters. Poor kerning can make type more difficult to read *(more work for the brain.)* Our brain doesn't read letters, or words it — reads sentence patterns.

Was
Kerning
(the space between two letters)

Was
Kerning
(space tightened so it is more readable)

Tracking

Tracking is the space between selected text, meaning 2 or more characters. Tracking is often used to spread out headlines or call emphasis to individual words.

T H E S E   W O R D S   A R E   T R A C K E D

Font or Typeface

Today the term **Font** refers to the electronic file that is loaded on your computer and **Typeface** is the name or "brand" of the font. In it's simplest form, type can be divided into **three primary** categories *(with many other, more specific sub-categories.)*

Ag

ACaslonPro–Regular.otf

Character or Glyph

In it's purest form individual letters are called *"characters."* If those characters are meaningful symbols, they are referred to as *"glyphs."* Technically **characters** are **units of text storage** and processing. Tasks such as searching and sorting use characters. **Glyphs** are **visual shapes** representing marks, signs or symbols. Some documentation will differ with this opinion. I tend to lean toward documentation from Adobe and Apple, since they are leaders in the design and creative field. Adobe invented PostScript and the first fonts.

Mayan Glyph for Cocoa *(Kakau)*

Character sets according to **Adobe** (http://partners.adobe.com/public/developer/opentype/index_char_sets.html):

"A character set is the collection of all characters in a given font or in a defined standard that specifies a set of characters for a given purpose. Character sets for font products are usually determined by the operating system and the language for which they are intended."

Character sets according to **Microsoft** (http://www.microsoft.com/typography/unicode/cscp.htm):

"We often speak inaccurately of character sets: we may refer to a "Greek character set" or a "Latin character set". But in order to understand how different writing systems are supported by Windows, we need to be more precise about characters."

"Users don't view or print characters: a user views or prints glyphs. A glyph is a representation of a character. The character "Capital Letter A" is represented by the glyph "A" in Times New Roman Bold, and "A" in Arial Bold. A font is a collection of glyphs. Windows is able to retrieve the appropriate glyphs by using mapping information about the keyboard, the language system in use, and the glyphs associated with each character."

Tech Note

A character set is a collection of characters and glyphs, they include: WGL4, Mac Roman and Unicode (used by modern operating systems.)

Now I'm going to talk nerdy to you: when examining a font file on your computer, glyphs are typically given names in the 'post' table called "postnames" a character mapping or "cmap" gives the default information used to link the glyph to the post name. Fonts can have multiple cmaps in their 'cmap' table, allowing the font to be used with more than one character set.

©2013—kelly mccathran

Hyphen, Em Dash or En Dash

I get asked these questions often when teaching InDesign: *"When and where do I use a hyphen, em dash and do you ever use an en dash?"* The answers are in the following pages.

Hyphen Em Dash

En Dash
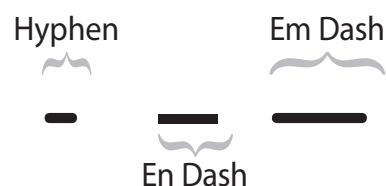
Hyphens

I often write **hy-phen** with the dash to illustrate the character itself. Hyphens should be used in **compound words**, **social security numbers** and **phone numbers** *(maybe not for the entire number, that will date you.)* The more modern trend for phone numbers is to use dots *(or periods.)* Some people prefer opening phone numbers with parenthesis *(and by some people, I mean me.)*

Hyphen Example:
e-mail or bi-level

Phone Number Example
onlineinstruct.com (888) 580-6635

More Modern Trend for Phone Numbers
onlineinstruct.com | 888.580.6635

"Old Fashioned Way" to Write Phone Numbers
OnLineInstruct.com • 1-888-580-6635

Note: I upper cased the onlineinstruct.com, because many people do that when writing emails to me. Our company name is branded all lower case, with the .com in the name. It's become a bit problematic to have to correct some business associates over and over again on this, but it is important for brand identity. There is more on case later in this handout. I even used the bullet to illustrate that they used to be more common as separators. They have died out in the age of twitter and facebook, since there is no visible "bullet key" (•) on most keyboards people are tending to use the vertical bar.

Tip

Do you know the other names for the "vertical bar" character?

verti-bar | vbar | stick | poley

En Dash –

En dash is named for roughly the width of the letter "N". En dashes are used instead of hyphens for periods of time *(where you could also use the word "to")* and for combining open compounds.

En Dash Example:
Adobe has been in business from 1984–Present

Software–Application Conference or Oregon–California border

Em Dash —

Em dash, to put it simply, was given it's name because of the width of the letter "M" *(although there is more technical detail to this, involving ascenders & descenders that I won't get into here.)* The letter M is the **widest character** in our alphabet and an em dash takes up roughly that width. Longer than a hyphen, longer than an en dash. The em dash is the widest dash you can use. Em dashes can replace **commas**, **colons**, **semicolons** and **parenthesis** to add emphasis or cue to the reader a pause or abrupt change of thought. In some cases em dashes should be avoided to make the document more formal. **Semicolons** and **colons** can indicate **formality**. In the case of parenthesis and commas they can be use interchangeably, where you might also choose an em dash.

Em Dash Example:

If you can't lead by example — at least be a horrible warning.

Space Before & After the Em Dash

Many people opt to add a space before and after the em dash, for visual appeal. The standard practice is to have **no spaces** surrounding the em dash, but standards often change. My preference is for the space before and after *(but that's just me.)*

Ellipsis vs. Three Periods

Technically, an ellipsis (…) is three evenly spaced periods. The ellipsis is used when you'd like to eliminate words in a quote, or entire sentences (the name is derived from the ancient Greek for *"omission".*) Another common use indicates to the reader that the thought could continue.

Many **devices** don't have an ellipsis character *(or the user can't find the real character in symbols)* in that case three periods are often substituted. People often ask why should I use the **real** ellipsis character instead of three periods. That character is known as a **triple-dot glyph**. You can see in the example below that the real ellipsis character automatically contains spacing for the three periods, making it more balanced and stronger.

An ellipsis can also be used in place of an em dash.

Note: Ellipsis do make your writing more casual. Psychologically using an ellipsis can evoke the feeling of longing or sadness. For some, it can be considered coy or flirtatious. That little: dot, dot, dot

Examples:

Tip
Ellipsis keyboard shortcut …
Mac: Option ;
Windows: **Alt 133**

three periods: different fonts: ●●●

the real ellipsis glyph: different fonts: ●●●

Typography Resources

Recommended Typography & Design Books
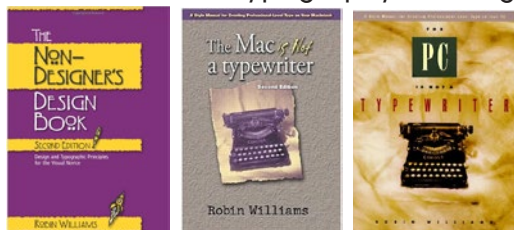
The Non-Designer's Design Book
Your Mac is not a Typewriter & Your PC is not a Typewriter
Robin Williams
http://www.ratz.com

Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students
Ellen Lupton
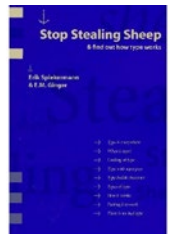
Stop Stealing Sheep & Find Out How Type Works
Eric Spiekermann and E.M. Ginger

Typography Websites

Adobe Type Reference
http://www.adobe.com/type/topics

Adobe Type Glossary
http://www.adobe.com/type/topics/glossary.html

My Fonts.com
http://www.myfonts.com

WhatTheFont
http://www.myfonts.com/WhatTheFont

WhatTheFont App
http://www.myfonts.com/WhatTheFont/mobile/

CreativePro.com > Fonts
http://www.creativepro.com/topic/fonts

Typography on Twitter

Typographica
http://twitter.com/typographica

Friends of Type
http://twitter.com/friendsoftype

Adobe | TypeKit *(web loaded fonts)*
http://twitter.com/typekit

Typography Shop
http://twitter.com/typographyshop

PDF Font Embed Status

The advantage of a PDF *(Portable Document Format)* is that you can **embed** the fonts that you use in your layouts, so you don't have to use Arial or Times, or be dependent on the fonts the end user has loaded on their machine. Once a PDF has been created, it is important to check that the fonts made it into the document, fully. To do this, open the PDF and choose **File > Properties** *(*Command D *or* **Ctrl D**) then click the Fonts section at the top. Ideally it should say **(Embedded Subset)** or for high-end print **(Embedded)** next to every font in the list. In many cases, because of licensing restrictions, TrueType fonts may not fully embed *(more often on a Windows machine than a Macintosh™)*. If you don't see either. The font didn't make it in. The Standard settings from Adobe don't embed **ANY Microsoft Fonts**.

Font Embed Status
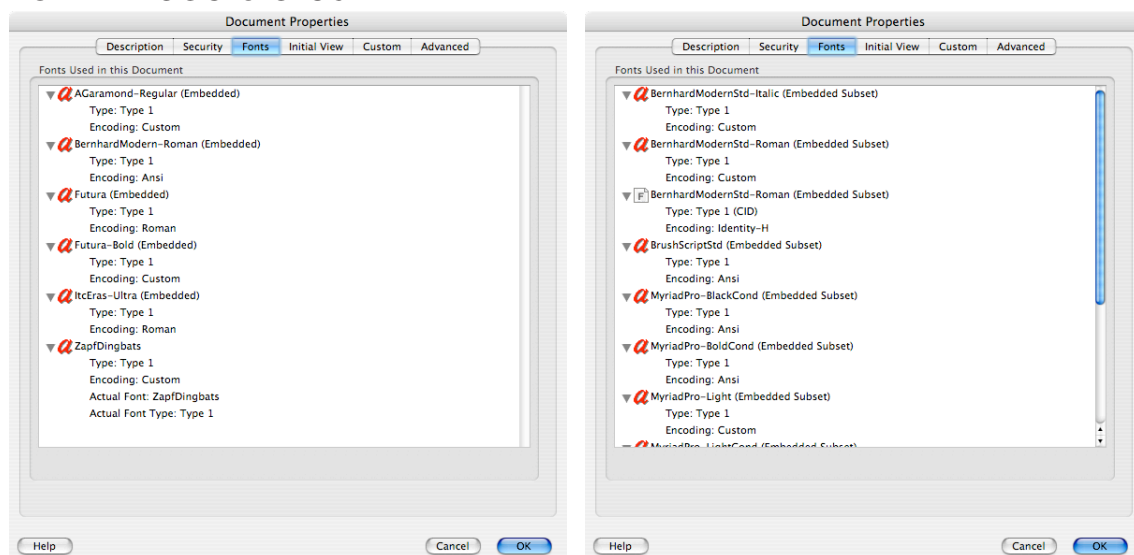
Acrobat & Adobe Reader Font Substitution

In some cases, fonts may not be able to be embedded because of licensing restrictions. In this case, the person receiving the PDF will need to have the font installed on their machine for it to display properly. The text below can only be viewed on a PC with the TrueType Font loaded. The Mac and Unix users are out of luck, it is simply not available. Here is the example:

American Dream PDF on a Machine with the Font Loaded

New Text

Same PDF file on a Macintosh™

New Text

When a font is not fully embedded or subset, Acrobat or Adobe Reader will substitute **Adobe Sans MM** or **Adobe Serif MM**. They are loaded from a resource folder inside Acrobat and will not show up as a selection in any other application.

Loading PDF Settings

You can use the PDF settings on our class files page under **PDF Settings (.joboptions)**:

http://onlineinstruct.com/class_files.html

Download the file, de-compress the zip and double click the .joboptions file to load *(it will launch Distiller and put the file in the proper place)*. Once you de-compress the zip file *(from above)*, I recommend using the **Proof_UnFlattened.joboptions** as a good laser printer or email proof quality default PDF settings file. You might have to click Save As, then OK if you are on a PC *(don't change the location where it is saving)*.

Symbol & Keyboard Reference

The Windows Alt codes are below the Mac shortcuts. In most Adobe applications you can see all the characters that exist for a font under **Type > Glyphs** or **Window > Type & Tables > Glyphs**. Once the panel is open, you can double-click on the symbol to insert it where your cursor is.
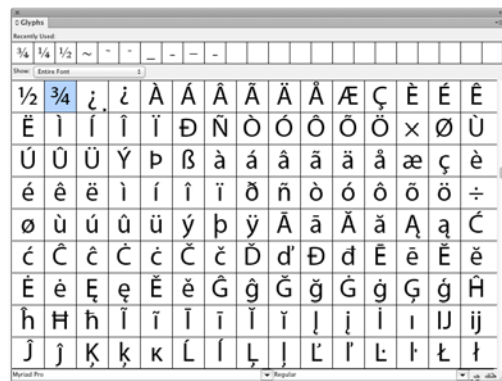
Opening Double Quote	Option [
	Alt 147
Closing Double Quote	Option Shift [
	Alt 148
Opening Single Quote	Option]
	Alt 145
Closing Single Quote	Option Shift]
	Alt 146
Em Dash —	Option Shift –
	Alt 151
En Dash –	Option –
	Alt 150

Foreign Accents & Punctuation

Acute vowel áéíóúÁÉÍÓÚ .... Option e, vowel

á	**Alt 160**
é	**Alt 130**
í	**Alt 161**
ó	**Alt 162**
ú	**Alt 163**
´y	**Alt 253**

Umlaut vowel äëïöüÿ ÄËÏÖÜŸ .... Option u, vowel

ä	**Alt 132**
ë	**Alt 137**
ï	**Alt 139**
ö	**Alt 148**
ü	**Alt 129**
ÿ	**Alt 152**

Ä	**Alt 142**
Ë	**Alt 160**
Ï	**Alt 160**
Ö	**Alt 153**
Ü	**Alt 154**

Grave vowel àèìòù ÀÈÌÒÙ .... Option ~, vowel

à	**Alt 224**
è	**Alt 232**
ì	**Alt 236**
ò	**Alt 242**
ù	**Alt 249**

À	**Alt 192**
È	**Alt 200**
Ì	**Alt 204**
Ò	**Alt 210**
Ù	**Alt 154**

Circumflex vowel âêîôû ÂÊÎÔÛ .... Option i, vowel
â.. **Alt 226**
ê .... **Alt 234**
î.. **Alt 238**
ô .... **Alt 244**
û .... **Alt 251**

Â .... **Alt 194**
Ê .... **Alt 202**
Î .... **Alt 206**
Ô .... **Alt 212**
Û .... **Alt 219**

Left Guillemets « *(angle quotes or french quotations)* .... Option \
.... **Alt 174**
Right Guillemets » *(angle quotes or french quotations)* .... Option Shift \
.... **Alt 175**
Left Single Guillemets ‹ .... Option Shift 3
.... **Alt 139**
Right Single Guillemets › .... Option Shift 4
.... **Alt 155**
Baseline Double Quote „ .... Option Shift W
.... **Alt 132**
Baseline Single Quote ‚ .... Option Shift 0
.... **Alt 130**
Question Mark Down ¿ .... Option Shift ?
.... **Alt 168**
Exclamation Mark Down ¡ .... Option 1
.... **Alt 173**
Cedilla ç .... Option c
.... **Alt 135**
Capital Slashed Ø .... Option Shift O
.... **Alt 216**
Small Slashed ø .... Option o
.... **Alt 248**
Deutscher Double s ß .... Option s
.... **Alt 223 or Alt 225 or Ctrl Alt S**
Dotless i (ı) .... Option Shift b
.... **Alt 305**

Small Tilde ˜	....	Option Shift N
	....	**Alt 732**
Tilde Ñ	....	Option N, Shift N
	....	**Alt 165 or 209**
Tilde ñ	....	Option n,n
	....	**Alt 164**
Macron ¯	....	Option Shift ,
Breve ˜	....	Option Shift .
Ring Accent ˚	....	Option k
	....	**Alt 248**
Ring Å	....	Option Shift A
	....	**Alt 143**
Dot Accent ˙	....	Option h
	....	**Alt 249 or Alt 250**
Pound Sterling £	....	Option 3
	....	**Alt 156**
Yen ¥	....	Option y
	....	**Alt 157**

Math Symbols

Division ÷	Option /
	Alt 246
Plus or Minus ±	Option Shift =
	Alt 241
Greater than or Equal ≥	Option .
	Alt 242
Less than or Equal ≤	Option ,
	Alt 243
Approximate equal ≈	Option x
	Alt 247
Not equal ≠	Option =
Infinity ∞	Option 5
	Alt 236
Partial Differential ∂	Option d
	Alt 229
Integral ∫	Option b
	Alt 244
Florin ƒ	Option f
	Alt 159
Capital Omega Ω	Option z
	Alt 234
Capital Delta Δ	Option j
	no alt code
Product ∏	Option Shift P
	Alt 227
Summation ∑	Option W
	Alt 228
Pi π	Option P
	Alt 227
Radical √	Option v
	Alt 251

Symbols

Degree ° .... Option Shift 8
.... **Alt 176**
Ellipsis (…) .... Option ;
.... **Alt 133**
Fraction Bar or Slash/ .... Option Shift 1
.... no alt code
Vertical Bar | .... Shift \
.... **Shift **
Capital Ligature Æ .... Option Shift '
.... Alt 198
Small Ligature œ .... Option '
Ligature fi .... Option Shift 5
Ligature fl .... Option Shift 6
Section § .... Option 6
.... **Alt 167**
Bullet • .... Option 8
Copyright © .... Option g
.... **Alt 169**
Registered Trademark ® .... Option r
.... **Alt 174**
Trademark ™ .... Option 2
.... **Alt 153**
Dagger † .... Option t
.... **Alt 134**
Cent sign ¢ .... Option 4
.... Alt 162

Fractions

One Half ½ .... no mac shortcut
.... **Alt 171**
One Quarter ¼ .... no mac shortcut
.... **Alt 172**
Three Quarters ¾ .... no mac shortcut
.... **Alt 190**

Webdings Characters

These symbols may vary between Mac & Windows with older TrueType & PostScript Fonts.

Symbol	Letter
✔	a
☊	b
□	c
♥	d
🎁	e
🚋	f
■	g
🚍	h
ⓘ	i
✈	j
✳	k
✦	l
❢	m
●	n
⛴	o
🚔	p
⟨⟩	q
✕	r
?	s
⛳	t
☺	u
🚌	v
⚑	w
⊘	x
⊖	y
🚭	z

A

B

C

D

E

F

G

H

I

J

K

L

M

N

O

P

Q

R

S

T

U

V

W

X

Y

Z

1

2

3

4

5

6

7

8

9

0

Symbol	Character
℘	-
●	=
∕	~
※	!
✗	@
◉	#
∵	$
♈	%
♠	^
♂	&
✹	*
◗	(
◗	)
♣	_
※	+
✎	,
◪	.
◢	/
■	<
ᴀA	>
✧	?

Zapf Dingbats Characters

These symbols may vary between Mac & Windows with older TrueType & PostScript Fonts. In the list below, we are using the font Zapf Dingbats in the style Regular *(not ITC Zapf Dingbats.)*

Shadow Ballot Box Up ❑	o
Shadow Ballot Box Down ❐	p
3D Ballot Box Up ❏	q
3D Ballot Box Down ❒	r
Filled Ballot Box ■	n
Opening Great Quote ❝	Shift]
Closing Great Quote ❞	Shift `
Opening Single Great Quote ❛	Shift [
Closing Single Great Quote ❜	Shift \
Great Bullet ●	l
Great Shadow Bullet ○	m
Filled Arrowhead ➤	Option Shift r
Right Arrow ➜	Option]
Fat Right Arrow ➤	Option Shift y
3D Right Arrow ⇨	Option Shift j
Speeding Right Arrow ➡	Option Shift 7
Triangle Up ▲	s
Triangle Down ▼	t
Love Leaf ❧	Option 7
X mark ✘	8
Check mark ✔	4
J'accuse ☞	Shift =
Victory ✌	Comma
Scissors ✄	Shift 4
Pencil Straight ✏	/
Pen Nib ✐	1
Telephone ☎	Shift 5
Cross ✚	Shift ;
Star ★	Shift H
Quatrastar ◆	Shift F
Octastar ✳	Shift W
Big Asterisk ✺	Shift Z
Circled Sun ☼	b
Snowflake ❄	d