

Adobe InDesign CS2 for Typography

(1 day)

Background

Type is the area that many designers have had no formal training in and have the least knowledge of.

Good typography however, can transform an ordinary document or design into an outstanding piece of communication. This one day Adobe authorised course covers the principles of type, outlines what works and what doesn't and provides practical examples of how to produce typographically excellent documentation using the powerful set of typographic controls in Adobe InDesign.

Course Content

INTRODUCTION

You already know more than you think about type?

Case study: newspaper mastheads

What do typefaces say?

THE CHARACTER OF TYPE

Different type personalities - classy, serious, fresh, authoritative, fun, reliable etc. Examples of type that really works

SERIF AND SANS SERIF

The origins of the serif

Classic serif typefaces

Classic sans-serif typefaces

MEASURING TYPE

Traditional conventions; points, picas and ciceros

LEADING AND KERNING

Ways of controlling the vertical space between text

Ways of controlling the horizontal space between characters

Troublesome kerning pairs

Optical kerning in InDesign

LEGIBILITY ISSUES

What the Swiss school can teach us

Choosing a typeface

Typefaces that work well together

Using white space effectively

Font families

TYPOGRAPHIC ELEMENTS

Using rules, dingbats, symbols and glyphs

Ligatures and hanging indents

Examples of great typography

Type and colour

Using contrast

Type for on-screen display

Colour theory

FONT ISSUES

Font problems

Font conversion

Buying fonts

Free fonts

Trouble-free printing

Embedding fonts

BUILDING A CONSISTENT, APPROPRIATE STYLE

Creating a coherent style

THE 10 COMMANDMENTS OF TYPE

QUESTIONS AND ANSWERS



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