

Graphic arts research paper sample

[Health & Medicine](#), [Body](#)



Typography involves arranging types for the language visibility. The work involves adjusting spaces between letters and group of letters. This work is to ensure that the text in the design is readable. Typography`s aim is to capture interest of the reader. A well-designed typography creates images in the mind of the reader. A number of factors affect readability in typography. The choice of typeface is a factor that affects readability. The typefaces should not be narrow because narrow typefaces are not readable. They should not be thin. Thin typefaces do not please the eye. The shapes of letters must appear clearly for fluent reading. Font size is also a factor that allows for readability. The font size of the body text is the most important (Willens & Strals, 2009). The choice of the font size of the body text depends on the clarity, column width and the age of the people intended to read it. Line length is a factor for consideration. Line spacing allows readers to move from one line to the next one. Character word and spacing is also an important factor. Wrong spacing disturbs the appearance and the readability of the text. Character spacing is the distances of numbers, keyboard characters and letters from each other. The spacing must remain consistent in the text to appeal the eyes of the reader. Indentation must be well set and long indents avoided because they leave unnecessary gaps. Paragraphing is also an important consideration. The column spacing is essential. Sub headings must be included to serve as breathers for the reader. This enables the reader to move to the next text. The sub headings have to be clearly distinguished from the main text. Legibility in typography is concerned with easiness of distinguishing individual letters. It is the responsibility of the typeface designer to ensure

legibility in typography (Haley, 2012). The layout person`s duty is to make sure that the layout of the words is fine.

References

Haley, A. (2012). *Typography referenced a comprehensive visual guide to the language, history, and practice of typography*. Beverly, MA: Rockport Publishers.

Willen, B., & Strals, N. (2009). *Lettering & type: Creating letters and designing typefaces*. New York: Princeton Architectural Press.