

TYPE CHOICE IN DESIGN

Type choice to communicate content, and as a formalist design element.

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2

2 basic reasons for type choice in design

FORMALIST concerns

and

connection to CONTENT,

and in many designs a combination of the two.



Shape of font
Complex or
simple

Compressed
or extended

***Weight of
font***

***Shape of
individual
characters***

Contrast of
fonts



Shape of font

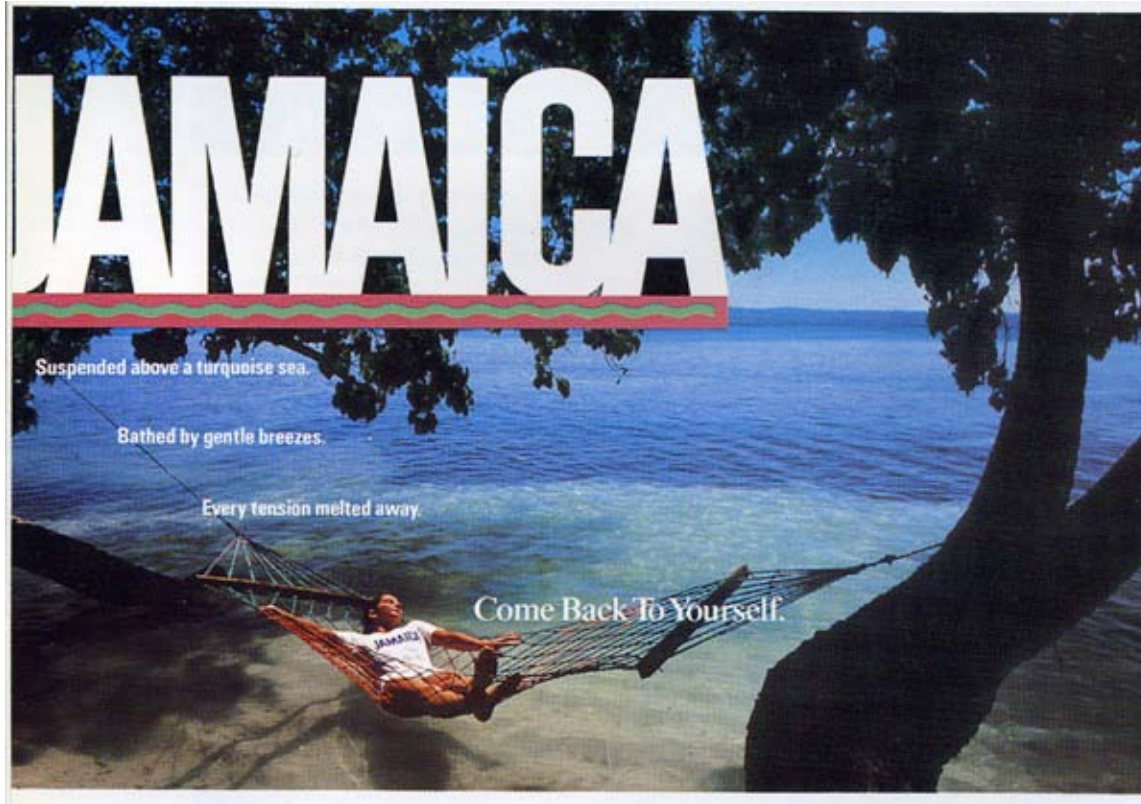
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Type style to connect with subject

Texture

Application of color

Type alteration



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