

*Typography for Presentations,
Websites and Research Papers*



Typography Workshop



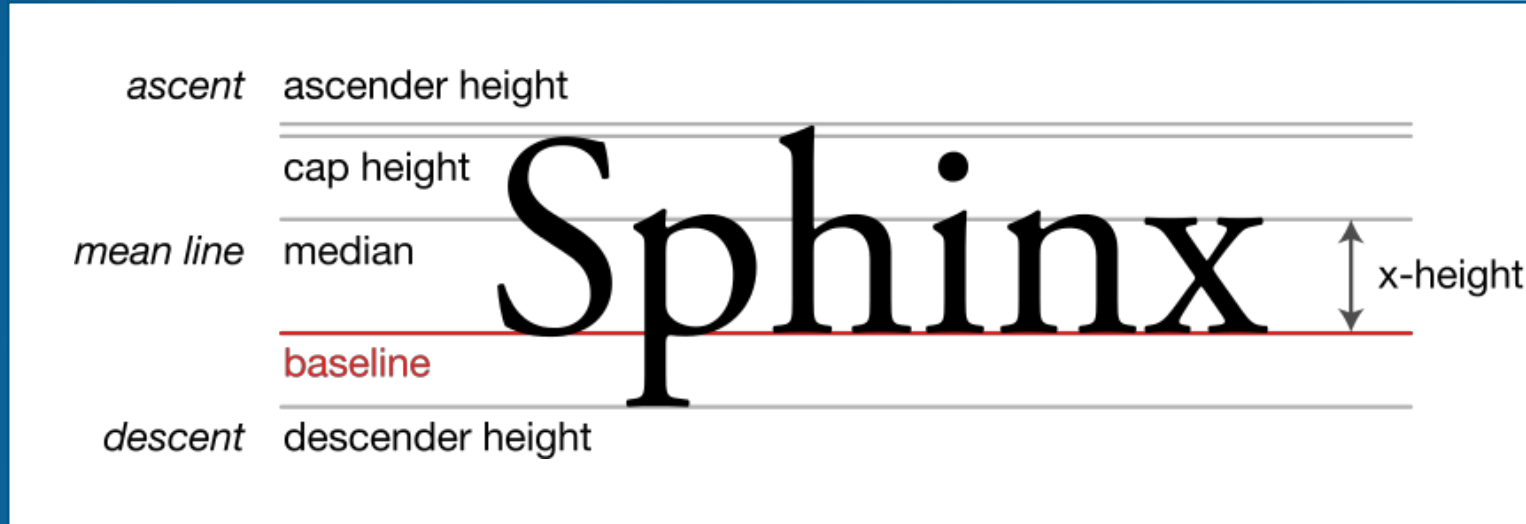
**Good typography induces a
good mood.**



**Know what you are designing
and for whom.**



Set type to be read





**The taller the x-height the
easier it is to read.**



**Measure is the length of
a line of text.**



**The ideal length for a line is
between 45 - 75 characters.**

Type Tools: Combining fonts



Display font

Text font



We are all Typographers



**Type is with you everywhere
you go—the street, the mall,
the web, your apartment.**



**Typography is an ongoing
tradition that connects you with
other designers, past and future.**



Thank You

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