

1.2.4 Describe The Role of Typography

By Sam Murphy

A dark blue diagonal gradient bar that starts from the bottom left corner and extends towards the top right corner, covering the lower half of the slide.

Why is Typography Important?

- Typography conveys a **feeling** to the reader
- The choice of typeface can affect how a piece is **understood**
- Example:

IMPACT ON PRIVATE EQUITY

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Impract on Private Equity

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Why is Typography Important?

- Keeps people **reading**
- Good typography is utilitarian in that it should allow the reader to focus on the **content** and not the formatting
- Good typography often goes **unnoticed** because it just makes sense

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Impact on Private Equity

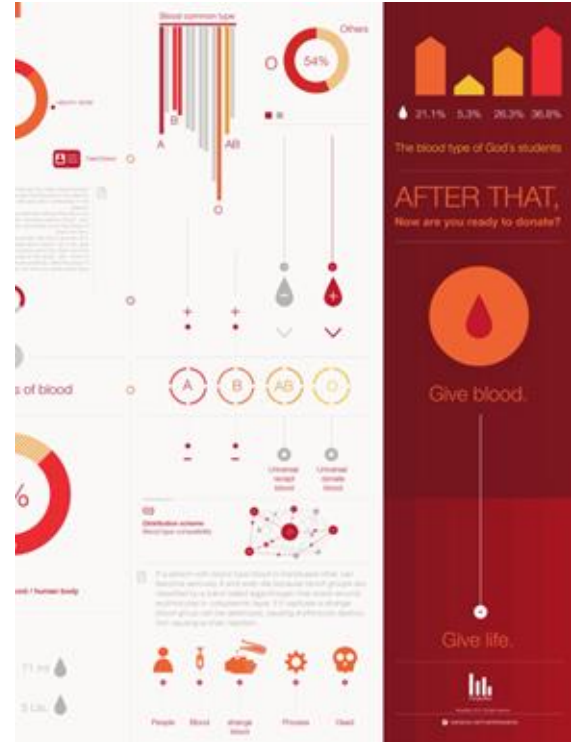
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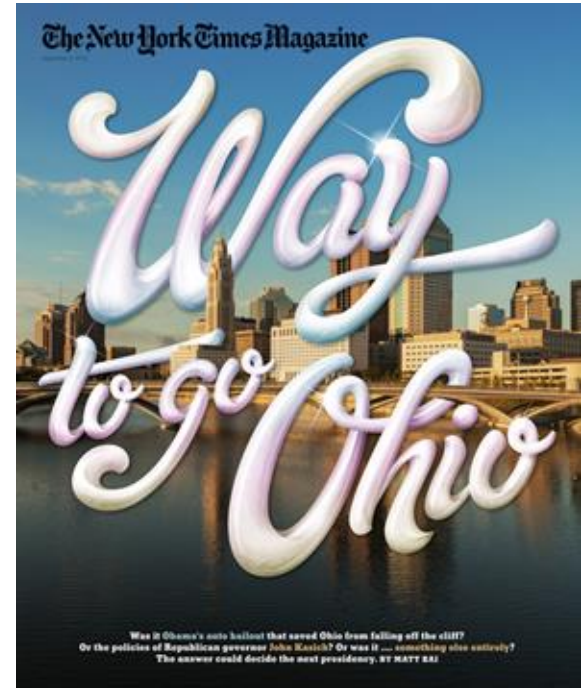
Elements of Good Typography

- **Consistency-** Makes your work look professional and helps keep the reader focused on the content
- **Hierarchy-** It is important that your content gets read in the order it is meant to be read in
- **Alignment-** Helps keep the look of the piece unified. When in doubt Justify left



What is Typeface?

- A typeface is a set of characters that share **common** design features
- Some typeface also include different **weights** and styles



Color

- Choose color according to **design**
- It should be easily readable and strike the **eye** of the viewer
- It can be easy to lose the text in the **background** when text and background are similar colors



Summary

It makes it possible to **quickly** scan your text.

It entices your readers to engage with your text.

When done well, it enhances the **message** it presents.

It conserves that most precious and scarce commodity: reader **attention**.



Video



Typography Manual

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Resources

- <https://www.bopdesign.com/bop-blog/2013/07/what-is-typography/>
- <http://www.theartimes.com/what-is-typography/>
- <https://8thlight.com/blog/billy-whited/2011/07/29/what-is-the-purpose-of-typography.html>