

Course description

Type is the area where many designers have had no formal training and have the least knowledge. Good typography can transform an ordinary document or design into an outstanding piece of communication.

This one day Adobe authorised course explores the principles of type, covers 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 information

Course duration One day

Course cost

Public scheduled course: £345 plus VAT per person.
This course runs as a public scheduled course on a regular basis.
Please call 020 7359 9855 or visit www.mediatraining.ltd.uk for dates.

Private course: £495 plus VAT for individual tuition.
£745 plus VAT for two delegates.
£935 plus VAT for three delegates.
Each additional delegate: £100 plus VAT.

Course location

We have two fully equipped training centres in central London; one is in Highbury and Islington (one stop from Kings Cross) and one next to Waterloo station. We can also run courses onsite at your offices if you prefer.

Pre course requirements

You should have attended either the Introduction to Adobe InDesign course or the Adobe InDesign Migration course or have an equivalent working knowledge.

Post training support

The cost of the course includes lunch, course notes to take away, a certificate and six months telephone Helpline support.

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, reliable or fun typeface
- 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 and free fonts
- Trouble-free printing
- Embedding fonts

Building a consistent, appropriate style

- Creating a coherent style

The 10 commandments of type

Questions and answers