



Typography Fundamentals: Mastering the Art of Visual Communication

Introduction to the Typography Training

- Understand what typography is and its central role in visual communication
- Briefly explore the history of typography to grasp its evolution and key trends
- Learn to classify typefaces by style, usage, and origin

Decoding Typeface Anatomy

- Identify baseline, x-height, ascenders, and descenders
- Understand the vertical structure of letters (stems, ascenders, descenders, etc.)
- Master essential typographic terminology (serifs, counterforms, line spacing, etc.)

Mastering Typeface Grouping

- Discover the main type families (serif, sans-serif, script, display, etc.)
- Differentiate between typeface, font, and font weight
- Learn how to pair and combine typefaces for clarity, hierarchy, and visual harmony

Integrating Typography into Graphic Design

- Design bold and expressive typographic layouts
- Create type-based posters to deliver a strong visual message
- Develop sigils and monograms from typographic elements
- Use drop caps creatively to enhance editorial layout

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