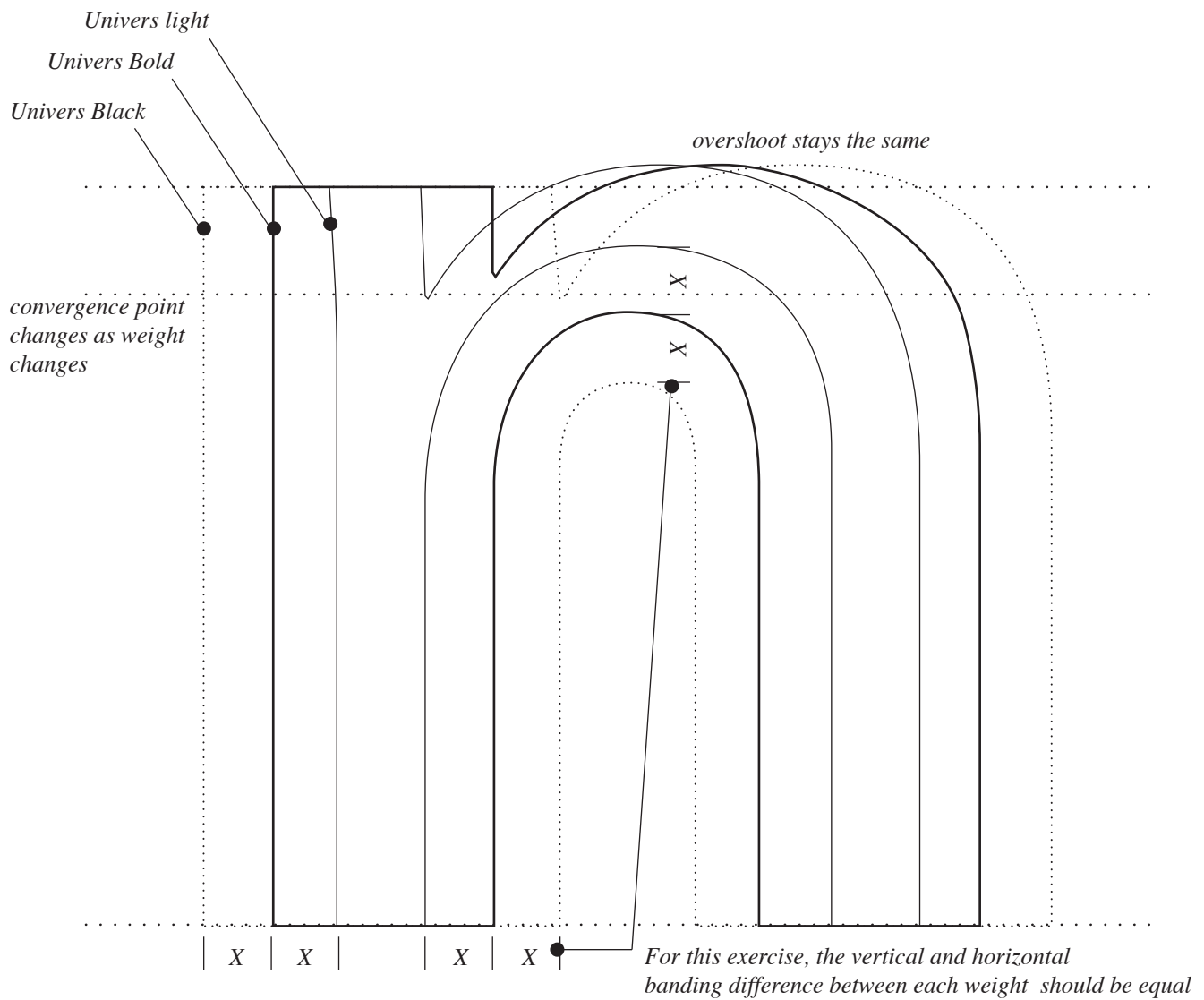


Weighted Type

When adding weight to type (especially San Serif) notice that the weight proportions (contrast) between horizontal and vertical strokes changes. The bolder the type the more contrast in weight. In light weight san serif styles there is hardly any contrast.

Also notice how the character width is affected by the weight and the vertical location of the branch exit from bold to black to light weights.



ASSIGNMENT: Draw a san serif bold letter 'n' at 2" x height. Then draw a bolder version and a lighter version. When all three letters are viewed together the bold version should appear to be perfect middle of the lighter and the bolder letters.

Italics

*A true Italic is a redrawn version of the Roman style letter.
When a letter is mathematically slanted - it's called "Oblique"*

Serifs

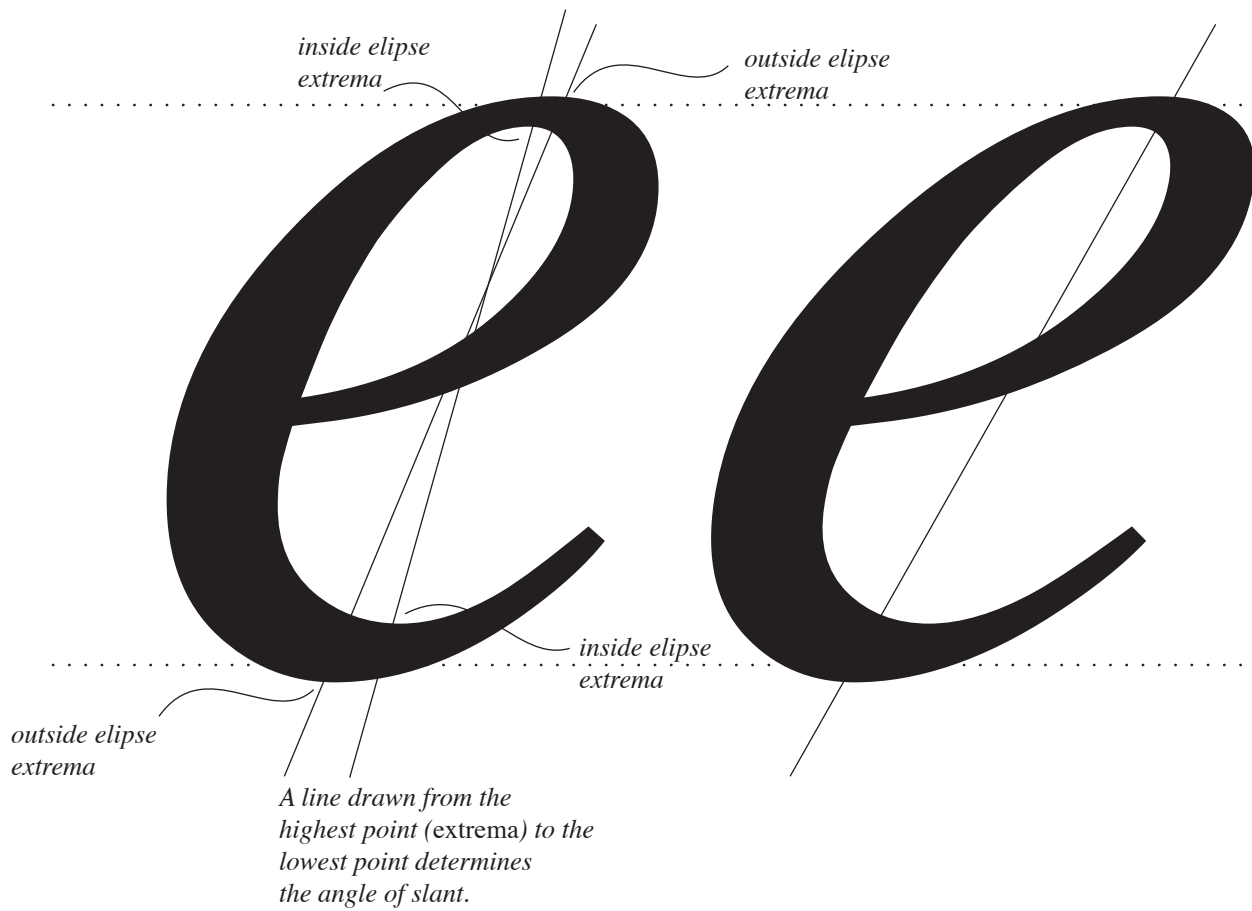


Roman Oblique Italic

San Serifs



Roman Oblique Italic



ASSIGNMENT: Draw three Times Italic e's each at a different slant in graphite on tracing paper 2" x height. Weights should not change, only the slant.