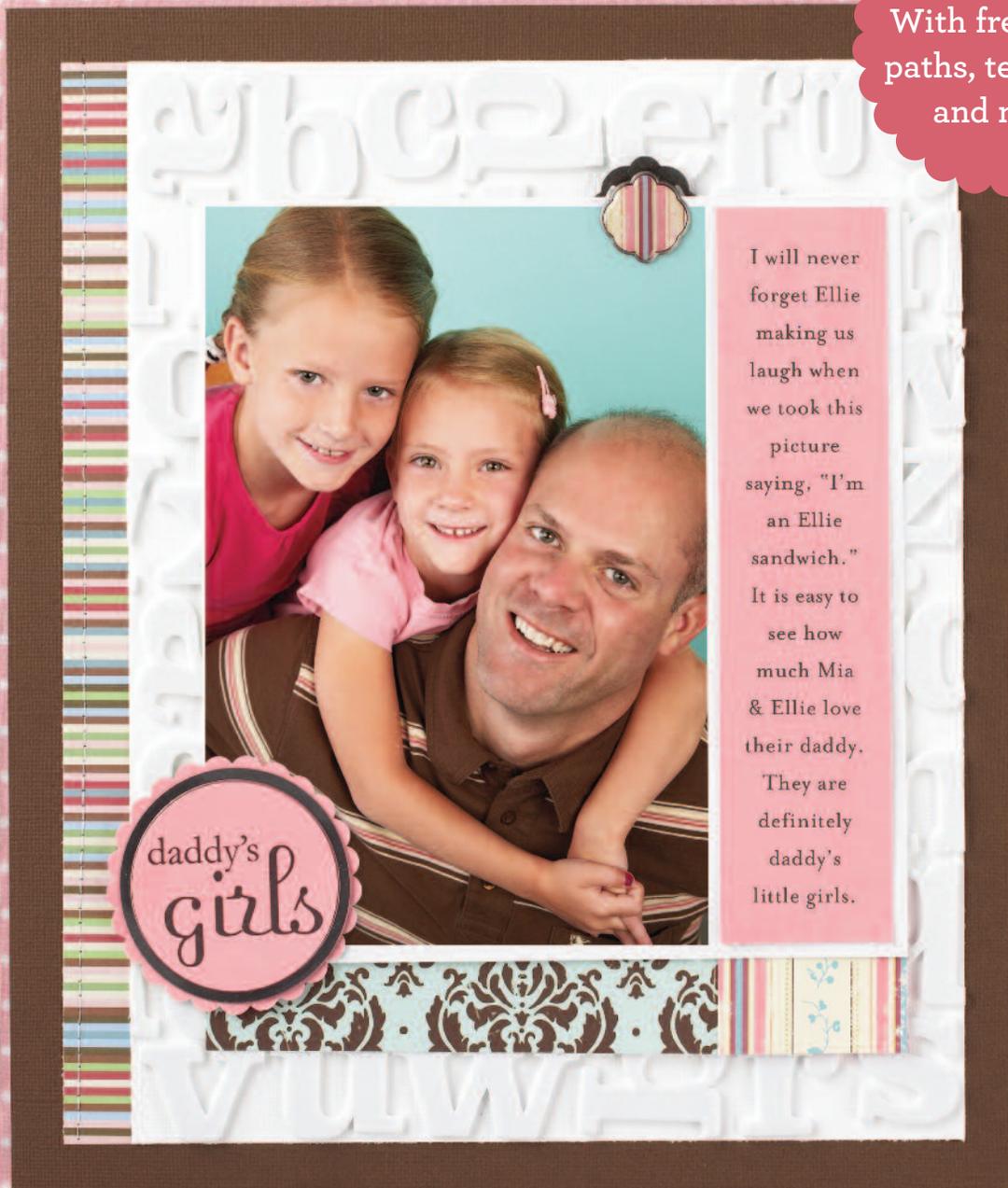


Get Creative WITH TYPE

BY BRIAN TIPPETTS

Fun typography ideas and tips for scrapbooking

BONUS CD
With free fonts,
paths, templates
and more!



creating
Keepsakes



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what makes a font readable?

THE EASIEST FONTS TO READ ARE SIMPLE SERIF FONTS THAT ARE PROPERLY CAPITALIZED.

Most of the material we read (newspapers, books, magazines) is set in a serif font; because it's familiar, it's often the most comfortable type for us. Some designers suggest that serif fonts are more legible because they have "feet" that lead the eye from one letter to the next, making blocks of text easier to read.

When you're reading, your eye first identifies each letter at the x-height. Ascenders and descenders add additional

detail, making it easier for your eye to differentiate between letterforms and word forms. Text set in all caps lacks ascenders and descenders—these missing identification marks make letterforms difficult to distinguish. Decorative fonts tend to be more visually complex and may include exaggerated details, making the text even more challenging to read.

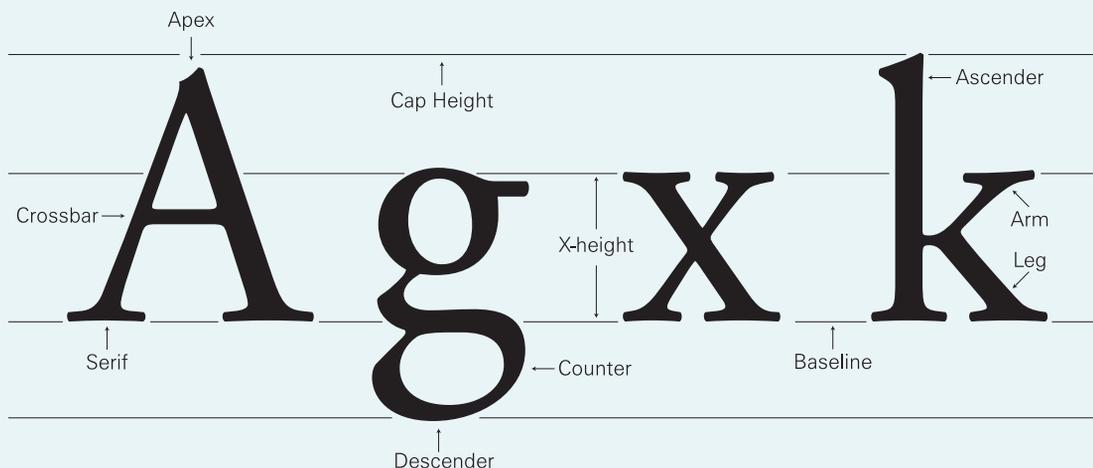
WHAT DOES THIS MEAN?

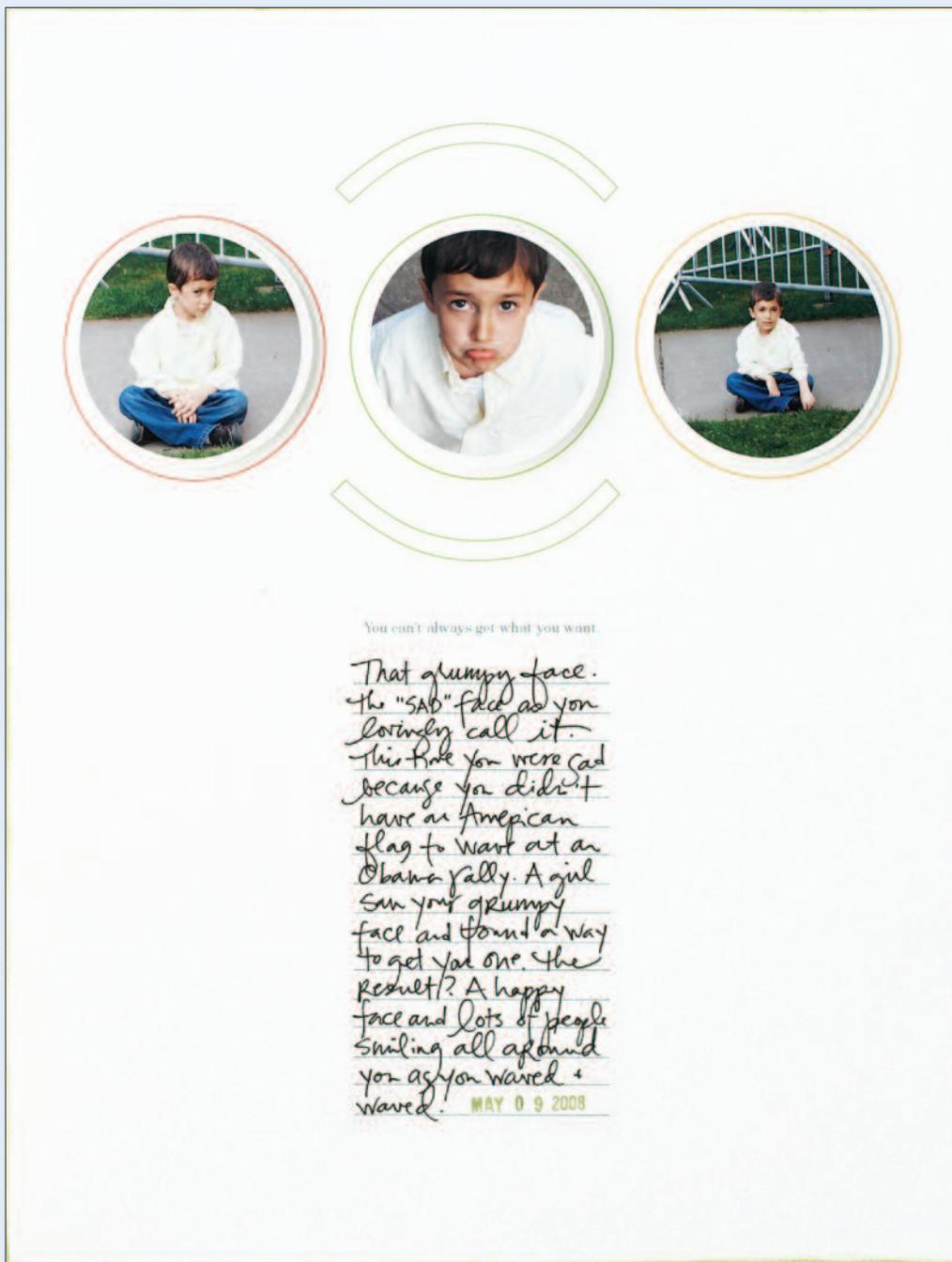
- For large blocks of journaling, choose a simple serif font.
- For smaller blocks of journaling, a serif or sans-serif font is fine.
- Sans-serif fonts look great as titles and subtitles.
- If you choose to use all caps on a title, make sure you use short words and set them in a sans-serif font.
- If you choose to use a complex, decorative font, use it on a title and capitalize only the first letter.

anatomy of a typeface

THESE ARE THE FOUR MAIN PARTS OF A LETTER:

- **Baseline.** The imaginary line that a line of text rests on. Most typefaces have an even baseline, but some styles have letters that sit slightly above or below the baseline to create a distressed or spontaneous look.
- **X-height.** The lowercase character height when ascenders and descenders are excluded.
- **Ascender.** The lowercase letter stem that rises above the x-height, as in b, d or k. The height of the ascender is normally the same height as capital letters.
- **Descender.** The lowercase letter stem that falls below the baseline, as in p, g or y.





You can't always get what you want.

That grumpy face.
The "SAD" face as you
lovingly call it.
This time you were sad
because you didn't
have an American
flag to wave at an
Obama rally. A girl
saw your grumpy
face and found a way
to get you one. The
result? A happy
face and lots of people
smiling all around
you as you waved +
waved. MAY 09 2008

YOU CAN'T ALWAYS GET WHAT YOU WANT by Ali Edwards

HOW cool! This sharp-looking page is easy to create! Just print circles, lines and accent type onto cardstock. Adhere photos and handwrite journaling onto the printed cardstock. Ink the edges and you're done!



ali edwards on dingbats, icons and punctuation



WE SAT DOWN WITH ALI EDWARDS TO TALK ABOUT USING DINGBATS, ICONS AND DECORATIVE PUNCTUATION ON SCRAPBOOK PAGES.

DINGBATS AND DECORATIVE PUNCTUATION ARE FUN TO USE, BUT WHEN AND WHY DO YOU USE THEM?

I like to use them specifically to create homes for photos or other embellishments. They can work on any sort of page—the ones I choose to use are more generic, which gives me more flexibility in the overall design. I think it would be cool to use a single icon or punctuation mark as the basis for an entire mini book—print an enlarged dingbat onto cardstock, punch holes for rings and add content.

WHAT'S COOL ABOUT DINGBATS?

- ① They're graphic and most of them have very clean lines. I love graphic!
- ② They're free and easy to grab off the computer.
- ③ They can become homes for additional page elements or photos.

WHAT TYPES OF ICONS DO YOU LIKE TO USE ON YOUR PAGES? WHY?

- ① **Brackets.** I like putting content in between two of them—it's the whole concept of creating a home for other elements.

- ② **Circles.** Anything with circles! Circles are a go-to for me because they're simple and can easily be mixed with other circle embellishments.

- ③ **Life icons.** Telephones, computers, etc.—I love anything that can be used as an embellishment for documenting our everyday lives.

WHAT ARE YOUR FAVORITE WAYS TO CUSTOMIZE OR EMBELLISH PUNCTUATION, DINGBATS OR ICON ACCENTS?

- ① Color them on the computer before printing them out—they don't have to be black.
- ② Use just the outlines of the icon or punctuation mark. That's what I did on this layout.
- ③ Cut them out to create stencils.

HOW DO YOU INCORPORATE DINGBATS AND ICONS INTO YOUR OVERALL DESIGN SCHEME?

I like to place them on my pages first. Often I'll design the entire page around the dingbats, creating the foundation of the layout on my computer first. I'll then print out the page and add the photos and embellishments.



Style

FUN

..... *chapter 2.5*



There's more to type than just upper- and lowercase letters, numerals and a few punctuation marks. More advanced fonts include ligatures (combined characters), accent characters (Latin languages), old-style numerals, dingbats, and options like uppercase and lowercase alternates that have a “swash” feel to them.

These extras lend even more versatility to great fonts. Speaking of versatility, we've included ideas on how to get a variety of looks from a single font. Read on for more tips for choosing the right font and pointers for mixing typefaces.

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1 FONT, 3 LOOKS

We asked Elizabeth, Laura and Mou to each create a page using the American Typewriter font. Take a look at all three pages to see how versatile a single typeface can be.



8 A.M. by Elizabeth Karchner

HOW COOL! Notice how Elizabeth's journaling box doubles as a photo mat.