

Type Classifications

FOR *Journalism*
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Type can be used to set a mood or establish a personality.

The choice of a typeface and style really affects the readability of a publication. Some typefaces work great for body type because they are very readable. Others work better for display type, such as headlines. Others need to be used in small doses because, although they may be effective in establishing a mood for a story, they are hard to read.

Classifications of type:

Type can be classified in several ways. One approach divides type into five classifications:

Serif

Serif type is characterized by the decorative strokes at the end of each letter, and a thin/thick relationship between strokes on each letter. The decorative strokes help guide the reader's eyes onto the next letter, making serif types a good choice for small copy such as that used in newspaper stories, textbooks, etc.

Sans Serif

Sans serif type is characterized by the absence of the decorative strokes, and by strokes of equal weight. It is not as readable as serif type, and should be used for larger copy, such as headlines.

SCRIPT/CURSIVE

Script and Cursive typefaces are based on hand-lettered forms. Script letters do not connect, while cursive letters do.

TEXT

Text typefaces are elaborate, old-fashioned faces, also based on hand lettering.

Decorative/Novelty

Decorative and novelty faces are distinct, attention-getting and eccentric. Novelty types can be used to set a mood for a feature story in a headline. The typefaces run the gamut from happy, carefree faces such as **Comic Sans MS**, to faces which represent a culture, such as **VALHALLA**, to the very popular grunge typefaces, such as **Distress**.