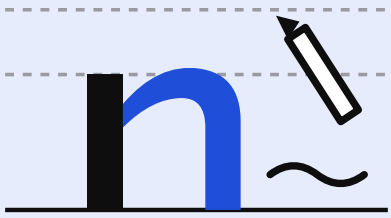
Specialty

Type design

Designs the characters of a typeface family (letters, figures and signs, with their weights and styles) so they read well together. Typography then uses those letters to set texts.



In Spanish
Diseño de tipos de letra

Origin
Noordzij (1985); Unger (2018)

What problem it addresses

A letter isn't read alone but in words and lines. Each shape has to fit the others in rhythm, weight and spacing, and work at many sizes and on many screens.

Principles

From stroke to shape

Many printing types come from writing with a pen, and contrast and rhythm come from its stroke.

In service of reading

Readers recognize familiar shapes, so a new letter has to stay legible.

A coherent family

Weights, styles and signs share the same drawing rules.

Applications in design

✓ Use it like this

Test the letters in real words and texts, at several sizes, not just in the alphabet.

✗ Avoid

Drawing each letter on its own without comparing it with the others.

Don't fall for it

Check accents and the signs of every language you need from the start.

Connections

Builds on

- The crystal goblet
- Legibility and readability

Related to

- Brand identity design
- Typography

Authors and works

1985	**Gerrit Noordzij**	Explained letterforms from the stroke of the pen and defined typography as writing with prefabricated letters.
2018	**Gerard Unger**	Proposed a comprehensive theory of type design, from the influence of each language to how the eye and brain process letters.

Sources

Original sources

- Noordzij, G. (2005). The stroke: Theory of writing (P. Enneson, Trans.). Hyphen Press. (Obra original publicada en 1985). View source (https://www.hyphenpress.co.uk/products/books/978-0-907259-30-5)
- Unger, G. (2018). Theory of type design. nai010 publishers.

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