



There are many typeface styles from which to choose. Selecting correctly is important since it should reflect the moods for the particular occasions. The density conveyed by the blackness of type on papers must then be controlled by a number of factors; all play their parts in creating just the right impression. The reason for varying the weights of a style becomes apparent when a change in emphasis is required. These features should be used sparingly to be effective and getting the best from variable weights also needs the use of enough contrast to make the reader definite about your statement. A lack of clarity in the choice of type will also be reflected in the text. Combining these factors in the right way wh

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There are many typeface styles from which to choose. Selecting correctly is important since it should reflect the moods for the particular occasions. The density conveyed by the blackness of type on papers must then be controlled by a number of factors; all play their parts in creating just the right impression. The reason for varying the weights of a style becomes apparent when a change in emphasis is required. These features should be used sparingly to be effective and getting the best from variable weights also needs the use of enough contrast to make the reader definite about your statement. A lack of clarity in the choice of type will also be reflected in the text. Combining these factors in the right way which understands the EXCELLENT TYPOGRAPHY RESULTS FROM UNDERSTANDING ITS UNIQUE CO

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Adrian Williams 1986

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