**WATCH the following YouTube videos first:**

* GCFLearnFree.org. “[Beginning Graphic Design: Typography](https://www.youtube.com/watch?v=sByzHoiYFX0)“
* GCFLearnFree.org. “[Beginning Graphic Design: Layout & Composition](https://www.youtube.com/watch?v=a5KYlHNKQB8)“
* GCFLearnFree.org. “[Beginning Graphic Design: Color](https://www.youtube.com/watch?v=_2LLXnUdUIc)“
* Pixels Ink. “[Typography Basics Explained Part 1 – Design Basics #01](https://www.youtube.com/watch?v=rF0zvSrF438&feature=youtu.be)“
* Pixels Ink. “[Typography Basics Explained Part 2 – Typography Design Basics #02](https://www.youtube.com/watch?v=ZnyNGaxFRqQ)“
* Pixels Ink. “[What is white space? Why you need white space in your layouts – Design Basics #03](https://www.youtube.com/watch?v=Gt9ZgBQc5ys)“

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**READ the following articles:**

* Creative Market. “[What’s the Difference Between Leading, Kerning and Tracking?](https://creativemarket.com/blog/whats-the-difference-between-leading-kerning-and-tracking)“
* Nielsen, Jakob. “[Legibility, Readability, and Comprehension: Making Users Read Your Words](https://www.nngroup.com/articles/legibility-readability-comprehension/?lm=serif-vs-sans-serif-fonts-hd-screens&pt=article)“
* Noble, Angela. “[8 Typography Design Elements To Consider for Print & Web Design](https://www.crazyegg.com/blog/typography-design-elements/)“
* Haley, Allan. “[Type Classifications](https://www.fonts.com/content/learning/fontology/level-1/type-anatomy/type-classifications)“  ***>>>> Just quickly scan over this***
* Constantin, John. “[Typographic Design Patterns And Current Practices (2013 Edition)](https://www.smashingmagazine.com/2013/05/typographic-design-patterns-practices-case-study-2013/)“ ***>>>> Just quickly scan over this***

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**LEARN the following information:**

Take notes when you’re watching the videos and reading the material, and work to define the following central typographical concepts. We will discuss these matter more, but try to understand when, where, and how these typographical attributes could or may need to be applied to enhance usability and reinforce a message that is being communicated.

* What is typography?
* Typeface families
* Typeface classifications
* Font styles
* Legibility, Readability, and Comprehension
* Serif/Sans-Serif fonts
* Body text
* Kerning, Leading, and Tracking
* Hierarchy, Proximity, Whitespace, Alignment, Contrast, and Repetition
* Color Harmony
* Hue, Saturation, and Value