

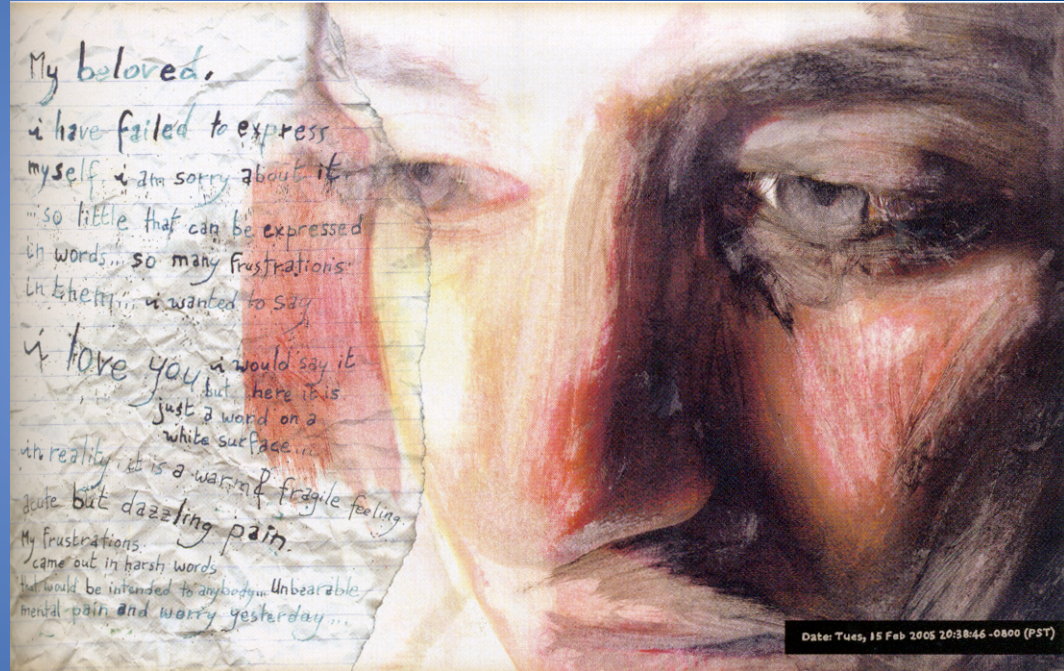
Type

TYPE is also known as typography. Type is the letter, characters and words in the design. Although it is composed of other design elements, it is, in itself — considered an element of design.

Type

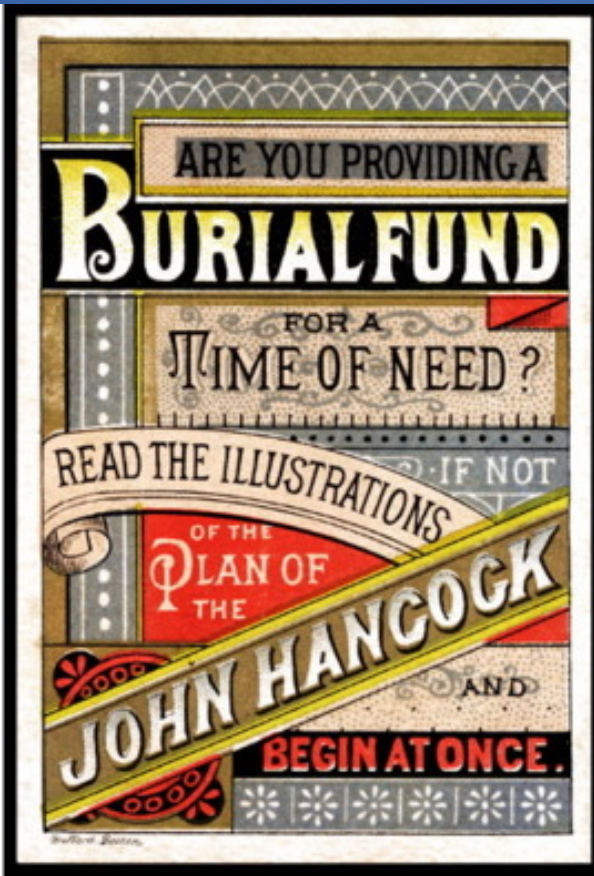
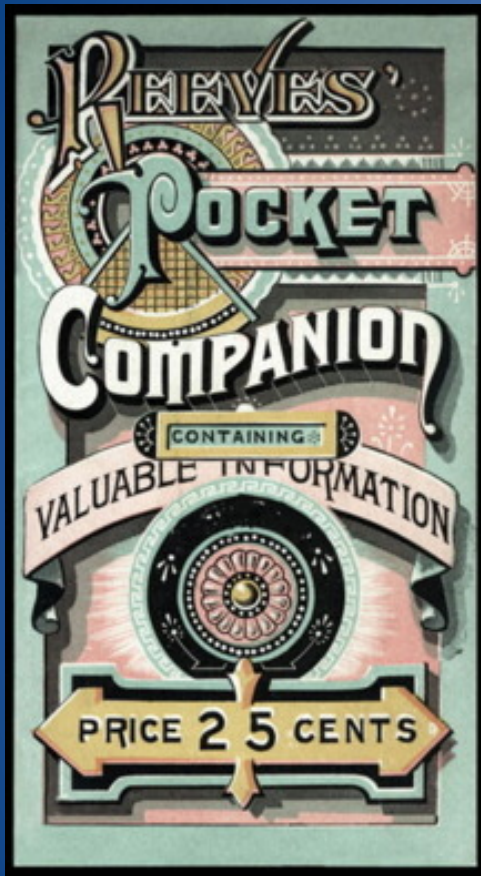
- The letters, characters and words within the design
- Letters characters and words are composed of shape
- The most important element for communicating to the viewer
- Type can be used to create shape, line, texture and value in the design

Type



Type can help create emphasis and texture.

Type

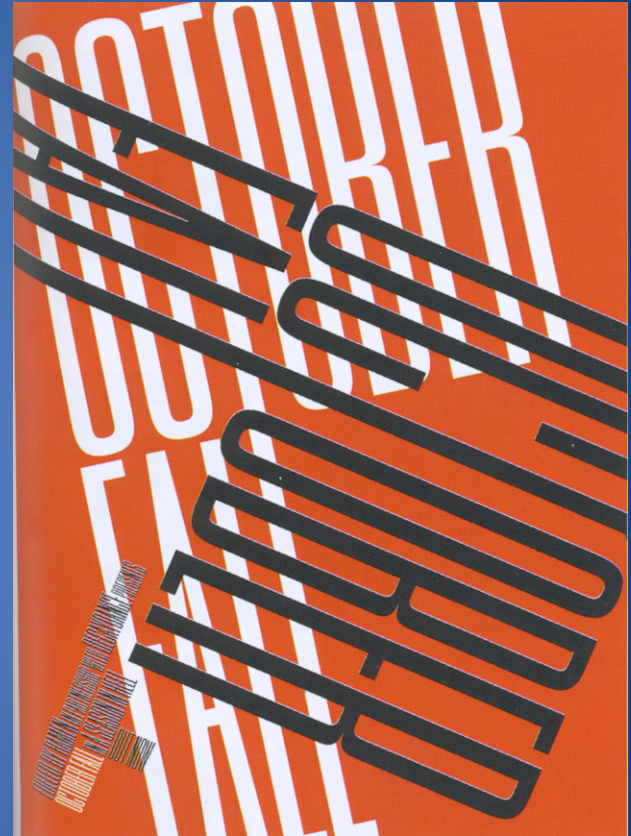


Type can help create a style within the design.

Type



Type can be a graphic in itself and can help create the illusion of depth and motion.



Type



Type can add interest through style and shape.