

## TYPOGRAPHY & PRINTING

Typography in publicity can be utilized to characterize the identity of an item. Additionally, the board or storing can champion in a swarmed place and can get the consideration of the crowd because of its typographic impacts.

Typography originates from the Greek words Typos (Form) and Graphy (Writing). It is a broad term changing over all parts of letter structure and its application. The planning of letter or type configuration includes the choice of typefaces, point sizes, line length, line spacing, altering the space between group of letters and furthermore changing space between groups of words.

We can see Typography all over on books, magazines, handouts, pamphlets, bundling, notices and boards. Further: signposts, shop fronts, logotypes, enhancement of apparel and so forth in this way, we are encircled by typographic pictures.

When we look at any of these typographic characters, we find a number of type styles/fonts. There is a style of writing for every occasion from celebration to formal events. There are basic seven fonts families-

- Old style serif
- Transitional
- Modern serif
- Square or Slab Serif
- Sans Serif
- Scripts
- Stylistic/ Novelty

Distinctive type styles make an alternate disposition. Serif text styles feel increasingly customary, sans serifs feel contemporary. Caps feel all the more authoritative, solid and persevering. Lowercase letters are less formal and feel friendlier. Serif italics feel progressively humanistic, increasingly like cursive penmanship.

Although there are numerous types available with in-built decorative and creative features, the type itself can be manipulated, distorted and decorated to produce an even greater level of creativity.



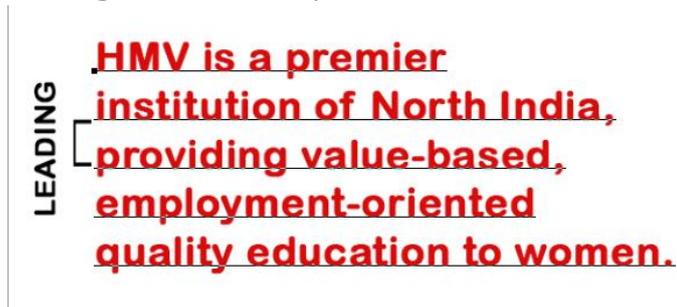
The skill is to represent words or messages so that somebody with no appreciation of the dialect can completely comprehend the visual message. This capacity to make visual affiliations is essential when structuring images and logotypes. The motivation behind a logotype is to give a realistic gadget which can be perceived as the image of an organization or affiliation's work.

Color can be used to both create and decorate the typography from. The typographic fonts can be used to build up the image from as such to convey a message. With the infinite freedom in the field of creativity, the artist can be use typographic fonts in enhancing his image in number of ways.

### Font and Typeface

In spite of mainstream thinking, the word 'font' isn't similar with the word 'typeface' A typeface is a differed gathering of fonts. A font is an explicit point size and style. A case of a typeface is "Arial" while a case of a font is Arial size 12, italic.

- **Typesetting** is a term for arranging type, originally referring to how typographers used to have to manually set type using a letterpress.
- **Leading** describes the space between lines of text.



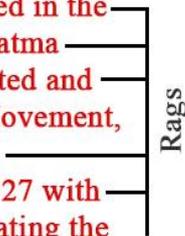
- **Kerning** includes modifying the space among letters.
- **Tracking** involves changing the space between letters in a word similarly.



Typographers change both leading and kerning to accomplish ideal outcomes, as a rule taking a stab at a harmony among comprehensibility and style.

- **Rag** is a term for the shape made by the worn-out edge of a text. Albeit naturally produced dependent on the picked text alignment and margins, this is another bit of the riddle that originators consider.

The college was established in the year 1927 at Lahore. Mahatma Hans Raj ji, a very dedicated and selfless worker of DAV Movement, laid the foundation of this institution in Lahore in 1927 with the noble mission of educating the girls.



Rags

Over the world, over 45 trillion pages are printed every year.

**Digital Printing**, a quick creating innovation, is a cutting-edge strategy for printing without the requirement for a printing press or the making of a printing plate, and incorporates ink-stream and laser printing.

**Offset Press** This procedure of printing utilizes printing plates on flat surfaces. the offset technique employs a flat image carrier on which the image to be printed obtains ink from ink rollers, while the non-printing area attracts a film of water, keeping the non-printing areas ink-free.

**Screen Printing** In this method the ink is applied directly to the surface to be printed. The picture to be printed is photographically exchanged to a fine texture. The non-printing zones are closed off and the texture fills in as a stencil. The ink is wiped over the screen to go through the unblocked pores and achieve the substrate. For each color to be printed a different screen is readied and the procedure is rehashed.

**Letterpress** is the most seasoned printing procedure known, spearheaded in the fifteenth Century by Johannes Gutenberg. Ink is connected to a raised bit of the plastic or metal printing plate, which is connected to the paper, leaving an inked impression.

**Gravure printing** the picture to be printed is made up of little dejections in the surface of the printing plate. The cells are loaded up with ink and the abundance is scratched off the surface with a specialist cutting edge, at that point an elastic secured roller squeezes paper onto the surface of the plate and into contact with the ink in the cells. The printing plates are typically produced using copper and might be delivered by computerized etching or laser carving.