

## **CLASSIFICATION FONTS**

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Font, perhaps, is one of the most significant and interesting, however, at the same time the most complex tools in the graphic designer's arsenal. The font is used on each site, and therefore its very existence, as well as its combination with other fonts on the page must obey a certain logic. Therefore, first of all, it is necessary to understand what kind of font groups exist, what are their distinctive features in the outline, and also consider in what cases it is appropriate to apply this or that font.

In this paper I propose to consider serif fonts and their subgroups, as well as chopped, handwritten and decorative fonts. There are such types of fonts:

Fonts serif Antiqua — it is so called because each letter has a small notch. When you print large blocks of text in the web design are not recommended, as they are considered difficult to read. These fonts are typically used for headlines. [1, 87]  
Old Style — as they are called Humanist serif - the very first of this classification fonts used in the 15th century. Their distinctive feature - that is the part of the symbol, which is inclined, is fine. Examples font - Adobe Jenson, Centaur, and Goudy Old Style. Transitional serif — It was used in the 18th century. This includes fonts like Times New Roman and Baskerville, as well as Caslon, Georgia, and Bookman. They difference between thick and thin parts of the letters is more noticeable than in the Old Style, but less pronounced than in Modern — modern serifs (Antiqua new style) - used after the 18th century, and have a strong contrast between the thick and thin parts of the characters. This includes fonts, like Didot and Bodoni. [3, 67]

Slab serifs — Slab serifs (slab serif) - all have the same thickness all the lines, and the notches at the ends of the large. Sans Serif — older grotesques - the very first, they look like serif fonts, but sans serif. For example, Franklin Gothic and Akzidenze. [1, 97]

New grotesques are simplified, compared with the old grotesque appearance. Many of today's most popular fonts are new grotesques, for example, Arial, Helvetica and Univers. Script — Script fonts are based on the handwriting. There are two types of fonts - formal and casual. Formal as though written by hand, they come from the 17-18 centuries. Some fonts are based on the handwriting of famous masters such as George Snell and George Bickham. Beautiful and elegant, it is not suitable for the main page of text. [3, 53]

Casual fonts — is a more modern version, it originated in the 20c. It is less formal, often with a fat stroke and the effect of the brush strokes. These fonts are Mistral and Brush Script. [2, 47]

Proportional against monospaced. In proportional fonts, character occupies as much space as it needs natural writing. For example, Times New Roman is a proportional font. But in monospaced fonts all the characters the same width. These fonts include, for example, Courier New. The thickness and style. The width fonts are: light, thin, regular, medium, bold, heavy, or black.

In conclusion, I want to say that undeservedly forgotten pre-revolutionary font traditions and the graphic school of Ukraine must be revived! Therefore, the more people are interested in typography, the better for us, our culture, business, the country as a whole.

#### СПИСОК ЛІТЕРАТУРИ

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