

FONT MANAGEMENT

References

- Fenton, Erfert, The Macintosh Font Book, Berkeley: Peachpit Press.
- Williams, Robin, How to Boss Your Fonts Around, Berkeley, Peachpit Press.

Vocabulary

Font	The data that describes the complete character set for a given typeface.
Typeface	A complete set of characters, punctuation, and symbols that share a common design.
Screen font	Bitmapped data for viewing the type font on the computer screen.
Printer font	Also referred to as an Outline font, a set of scalable outlines for a given character set. It is a mathematical font made up of Bezier curves, which can be <u>scaled</u> to any size before being printed as a bit map.
Postscript	A page description language invented by Adobe
Quickdraw	A programming language invented by Apple
Resident Font	A printer font that lives inside a Postscript laser printer
Downloadable	Printer font info is down loaded or sent to a Postscript printer when you print a file
Downloading	Automatic= Application software does it for you Manual= Use font loading utility Permanently= Attach a hard drive with printer fonts installed in it to your printer and the fonts will be resident.
Printer ROM	Read Only Memory= Printer font info that has been programmed into the Postscript Laser printer at the factory
Printer RAM	Random Access Memory= Stores font information that has been downloaded
ATM	"Adobe Type Manager" is a utility that finds the printer font for your typefaces and uses it to build the bitmapped characters on the screen. Eliminates having to store a screen font for each type size in the System folder.
Super ATM	Includes font emulation
ATM 4.0 Delux	A font utility. Lets you store fonts outside the System folder. Only the fonts you load then take up RAM.
Suitcase	A font utility. Lets you store fonts outside the System folder. Only the fonts you load then take up RAM.
Type Reunion	An Adobe product that organizes your font menu
Fontographer	Software to create fonts.

Font Types

Type 1 fonts

- uses printer fonts (outline fonts) for output and screen fonts (bitmap fonts) for display
- relies on a single outline master (called the printer font)

TrueType

- offer many of the same benefits of ATM and Postscript Type1 fonts including scalable, high-quality type, both on screen and on paper.
- uses a single outline font file for screen display and output
- TrueType fonts provided by Apple System 7.0
(Times, Helvetica, Courier, Symbol, Chicago, Geneva, Monaco, and New York)

Multiple Master typeface technology (Adobe)

- uses optical scaling allowing users to change characteristics such as weight, width, size and style within a matrix of designs provided by the designer. Optical scaling improves text legibility at small sizes and ensures well-balanced letterforms at large point sizes.
- each font will contain several sets of character outlines, or master designs, representing extremes of design elements such as weight, width, optical scaling and size. You can create a wide variety of intermediate fonts, which are called instances. For example, a single multiple master font file can contain a condensed set and an extended set of character outline, enabling you to create fonts in a variety of intermediate widths by interpolation between two master designs.
- practical benefits include better copyfitting and improved readability at every point size
- Adobe Myrid (sans serif) and Minion (serif) were the first Multiple Master fonts on the market

Font Resources

Adobe	www.adobe.com/type
Internet Type Foundry Index	www.users.aol.com/typeindex
Comp.fonts Homepage &Type	www.ora.com/homepages/comp.fonts www.graphic-design.com/Type
Goudy International	www.rit.edu/~goudyctr
Typographic	www.razorfish.com/bluedot/typo
Field Guide to Faces	www.ivory.lm.com/~mundie/Typography/Faces.html
Typography Web Site	www.microsoft.com/truetype
Signature Software	www.signaturesoftware.com
Emigre	www.emigre.com