
what is typography?

The visual component of the written word

impact of typography?

Typography is the visual component of the written word.

Typography consists of letters called fonts. Fonts are chosen partly with a sense of the aesthetic tone they convey, and partly for their legibility.

The impact typography has can change the look, feel and meaning of words, phrases and images.

Hand-written

Hand-written

Stretch

Stretch

I am always with you

I AM ALWAYS WITH YOU

