

Featuring Anime

B

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ypography

By Hayden Ma

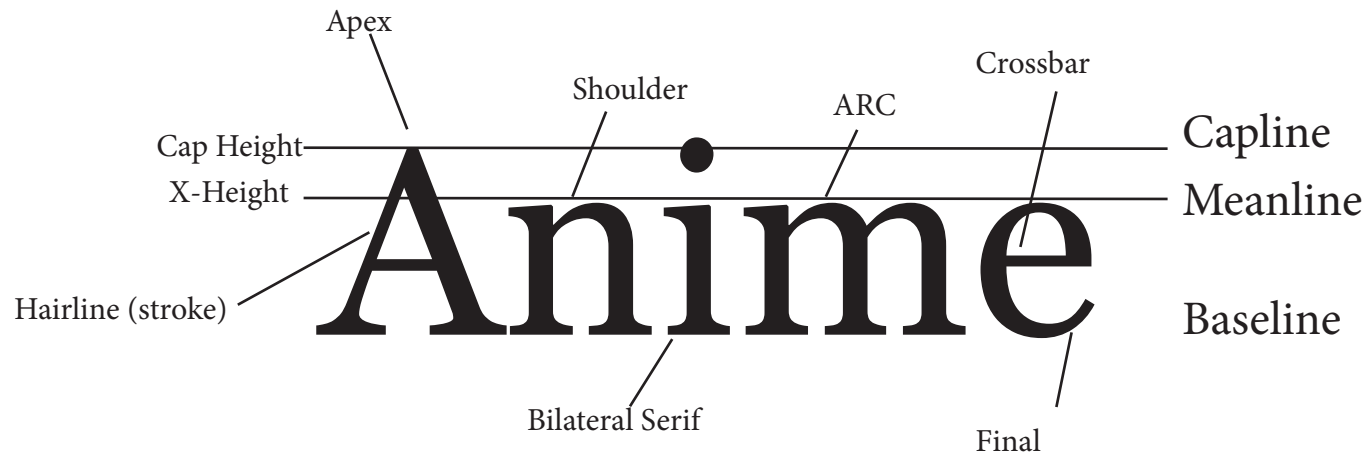
AMV

Sketch

Characters

Television

Battlestar Galactica



X-height - The height of lowercase letters, specifically the lowercase x, not including ascenders and descenders

Shoulder - The stroke that curves downwards and to the right of the lowercase h, m and n.

Cap Height - The cap height is a measurement of capital letters. All capital letters in the same typeface have the same cap height. The most accurate measurement is taken from flat-bottomed characters like the letter E.

Stroke - A straight or curved line.

Serif - a serif is a short line added at the beginning and the end of strokes. serifs are what make a typeface a serif or a sans serif

TYPE VARIATIONS

Font family: Acumin
Variable Concept

SIZE

100 pt

72 pt

36 pt

WEIGHT

Black (800)

Semibold (600)

ExtraLight (200)

WIDTH

Wide (115)

Regular (100)

Condensed (67.5)

SLOPE

Regular

Italic

KERNING

skillful kerning creates
readable text that's
visually pleasing

Anime

Before kerning

Anime

After kerning

Choosing the right
tracking space helps
legibility

In Japan, the word is used to refer to all animation

Letter spacing is too small (ex. -50)

In Japan, the word is used to refer to all animation

Regular letter spacing (ex. 0)

In Japan, the word is used to refer to all animation

Letter spacing is too big (ex. +75)

Times New Roman 14/16.8

The word anime — pronounced “ah-knee-may” — is an abbreviation of the word animation. In Japan, the word is used to refer to all animation. However, outside of Japan, it has become the catch-all term for animation from Japan.

For decades, anime was produced by and for Japan — a local product, with a distinct look-and-feel to not just the artwork but the storytelling, the themes, and the concepts. Over the last forty years, it has become an international phenomenon, attracting millions of fans and being translated into many languages. A whole generation of viewers in the West has grown

Times New Roman 14/20

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Times New Roman 14/14

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Times New Roman 14/36

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LEADING

Choosing the right space
between lines helps
readability

Flush Left

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Centered

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Flush Right

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Justified

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TEXT ALIGNMENT

In languages where words are read left to right, flush left text helps readability and has professional appearance

Anime

Serif, Minion Pro

Anime

Sans Serif, Acumin Variable Concept

Anime

Script, Segoe Script

Anime

Decorative, Georgia

Anime

ANIME

CLASSIFICATION
OF SERIF FONTS
OLD STYLE
Garamond

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Because all things anime tend to be lumped together, it’s tempting to think of anime as a genre. It isn’t, at least no more than animation itself is a genre, but rather a description of how the material is produced. Anime shows, like books or movies, fall into any number of existing genres: comedy, drama, sci-fi, action-adventure, horror and so on.

What Makes Anime So Special?

Most anime fans can sum this up in two words: “It’s different.” Anime is as unlike most American cartoons like “Batman” and “Spider-Man” are different from the comics that run in daily papers. These differences show up in many ways including the artwork storytelling, breadth of material and even cultural nuances exhibited by the characters.

Anime art styles range from the flamboyant and outlandish in shows like “Samurai Champloo” and “FLCL” to the simple and direct in shows like “Azumanga Daioh!” That said, even shows with more “basic” artwork can still be visually striking. Anime has this way of making everything look fresh and new.

It doesn’t shy away from epic storylines, either, which often run for dozens (sometimes hundreds) of episodes. The best anime, though, no matter what their length, all demand great emotional involvement from the viewer.

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ANIME

SANS SERIF
Montserrat

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Anime

MAGAZINE
ARTICLE

Headline,
Body Copy,
Drop Cap,
Pull Quote,
Wrapped Image

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Anime Introduce

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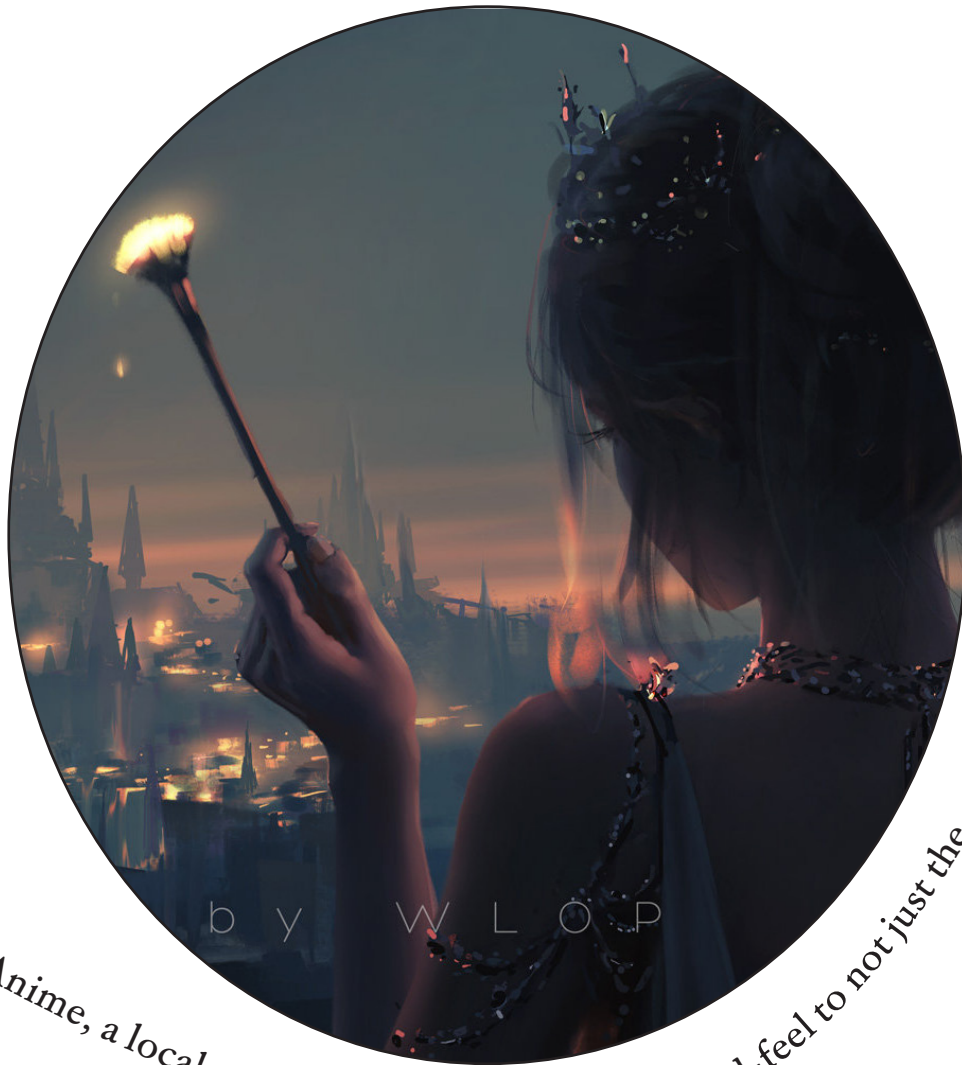
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Type on a path
Type in a shape



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