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# ΣΥΓΧΡΟΝΗ ΗΛΕΚΤΡΟΝΙΚΗ ΤΥΠΟΓΡΑΦΙΑ ΚΑΙ ΗΛΕΚΤΡΟΝΙΚΕΣ ΕΚΔΟΣΕΙΣ

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Εαρινό εξάμηνο 2023-24

Θεοδώρα Σαρίδου

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# Προβλήματα στοιχειοθεσίας – Χήρες και ορφανά

Οι χήρες (widows)  
εμφανίζονται  
όταν η τελευταία γραμμή  
μιας παραγράφου  
ρέει έτσι ώστε να στέκεται  
μόνη σε διαφορετική στήλη  
ή σελίδα από την υπόλοιπη  
παραύραφο.



# Προβλήματα στοιχειοθεσίας – Χήρες και ορφανά

Οι **χήρες (widows)** εμφανίζονται όταν η τελευταία γραμμή μιας παραγράφου ρέει έτσι ώστε να στέκεται μόνη σε διαφορετική στήλη ή σελίδα από την υπόλοιπη παράγραφο.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Potenti nullam ac tortor vitae purus faucibus ornare suspendisse sed. In ornare quam viverra orci. Purus in mollis nunc sed id semper risus. Mattis molestie a iaculis at erat. Dui id ornare arcu odio ut sem nulla pharetra diam. Eget dui at tellus at. Odio euismod lacinia at quis risus. **Id semper risus in hen-**

**drerit gravida rutrum.**

Tincidunt tortor aliquam nulla facilisi cras fermentum odio eu feugiat. Posuere morbi leo urna molestie at elementum eu. Sollicitudin tempor id eu nisl nunc mi ipsum faucibus vitae. Sed vulputate mi sit amet. Amet est placerat in egestas. At quis risus sed vulputate odio. Vulputate sapien nec sagittis aliquam malesuada bibendum. Sem viverra aliquet eget sit amet tellus cras.

# Προβλήματα στοιχειοθεσίας – Χήρες και ορφανά

## Τα ορφανά (orphans)

εμφανίζονται

όταν η πρώτη γραμμή μιας παραγράφου

διαχωρίζεται από την υπόλοιπη

παράγραφο, η οποία εμφανίζεται

σε διαφορετική στήλη

ή σε διαφορετική σελίδα

ή όταν μία μόνο λέξη ή συλλαβή

βρίσκεται στο τέλος μιας παραγράφου.

Aliquam et cursus nunc, a condimentum  
justo. Maecenas non mollis nisi. Nunc  
volutpat cursus dui, sit amet gravida ligula  
dictum at. Maecenas in ante pretium, fringilla  
tortor ut, luctus erat. Nam eu laoreet odio.  
Vestibulum vulputate erat eu tortor tincidunt  
vehicula at non odio. Cras quis suscipit turpis,  
a iaculis massa. Pellentesque ultricies lectus  
quam, vitae tristique dolor tristique sed.  
Donec id risus feugiat eros cursus vestibulum  
a vel elit. Vestibulum sit amet turpis justo.  
Nunc elementum, ante vitae iaculis  
consectetur, nisi sapien ultrices purus, vitae  
ultrices mi mi quis nisi. Aliquam erat volutpat.

Sed luctus sapien non posuere egestas.

Suspendisse vehicula venenatis tellus eget  
posuere. Cras quis arcu id ligula porta dictum  
non ac lorem. Vivamus eu pretium metus.  
Nunc tristique tincidunt tellus ut hendrerit.  
Duis sed justo bibendum, dictum justo in,  
euismod nisi. Nunc a velit vel nibh  
ullamcorper dictum ut sit amet tortor.  
Interdum et malesuada fames ac ante ipsum  
primis in faucibus. Morbi euismod bibendum  
fermentum. Sed purus orci, sagittis eu  
porttitor eu, pellentesque sit amet turpis nulla  
ac nulla.

ORPHANS

# Προβλήματα στοιχειοθεσίας – Χήρες και ορφανά

## Τα ορφανά (orphans)

εμφανίζονται

όταν η πρώτη γραμμή μιας παραγράφου διαχωρίζεται από την υπόλοιπη παράγραφο, η οποία εμφανίζεται σε διαφορετική στήλη ή σε διαφορετική σελίδα ή όταν μία μόνο λέξη ή συλλαβή βρίσκεται στο τέλος μιας παραγράφου.

This image is to help the readers of 'A Beginner's Guide to Magazine Publishing' understand what widows and orphans are. At the end of this short paragraph is an orphan.

↑ Orphan

This is also an

↑ Orphan

orphan. Lines that are on column before the rest of their paragraph are called orphans too.

Widows occur when the end of a paragraph has gone into a new column. It's separated from the

# Προβλήματα στοιχειοθεσίας – Χήρες και ορφανά

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas sed dui lorem. Aenean non egestas neque, at semper mauris. Vestibulum posuere odio vitae lorem tincidunt, vel imperdiet mauris rhoncus. Vivamus imperdiet dui felis, at pharetra ipsum hendrerit quis. Sed pulvinar semper quam ut vehicula. Aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. In hac habitasse platea dictumst.

← ORPHAN

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas sed dui lorem. Aenean non egestas neque, at semper mauris. Vestibulum posuere odio vitae lorem tincidunt, vel imperdiet mauris rhoncus. Vivamus imperdiet dui felis, at pharetra ipsum hendrerit quis. Sed pulvinar semper quam ut vehicula. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. In hac habitasse platea dictumst. Aliquam faucibus ac risus

nec blandit. ← WIDOW  
Donec luctus quam sapien, quis ullamcorper justo pulvinar sed. Ut auctor, risus at consequat consectetur, ipsum dolor accumsan erat, id mattis ipsum nunc gravida dolor. Aliquam vestibulum justo eget semper egestas. Sed et ligula tellus. Duis in nibh a ligula accumsan pretium et vel felis. Quisque porta auctor nisi, id rutrum dui. Proin ultrices, dolor et suscipit condimentum, ipsum diam aliquam odio, pharetra varius libero urna a.

# Προβλήματα στοιχειοθεσίας – Χήρες και ορφανά

## Good

Lorem ipsum dolor sit amet, consectetur lout adipiscing elit. Integer posuere orci quis ligula. Donec egestas massa vulputate nisl. Curabitur venenatis. Nullam egestas facilisis **dolor sit amet antetut mauris.**

Nulla ac odio. Praesent bibendum justo id posuere orci quis ligula massa vulputate

**egestas massa vulputate nisl mauris. Suspendisse magna tellus, faucibus, sodales, vehicula eget, lacus.**

Lorem ipsum dolor sit amet, consectetur lout adipiscing elit. Integer posuere orci quis ligula. Donec egestas massa vulputate nisl. Curabitur venenatis. Nullam egestas facilisis antetut.

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## Bad

Lorem ipsum dolor sit amet, consectetur lout adipiscing elit. Integer posuere orci quis ligula. Donec egestas massa vulputate nisl. Curabitur venenatis. Nullam egestas facilisis antetut **mauris.**

Nulla ac odio. Praesent bibendum justo id mauris. Suspendisse magna tellus, faucibus sed,

**dapibus sodales, vehicula eget, lacus.**

Lorem ipsum dolor sit amet, consectetur lout adipiscing elit. Integer posuere orci quis ligula. Donec egestas massa vulputate nisl. Curabitur venenatis. Nullam egestas facilisis antetut.

# Προβλήματα στοιχειοθεσίας – Χήρες και ορφανά

## Orphan

Short line at end of paragraph

An Orphan is a child whose parents are dead or have abandoned them permanently. In common usage, only a child who has lost both parents is called an orphan.

✘ Bad

## No Orphan

Last line extends past midpoint

An Orphan is a child whose parents are dead or have abandoned them permanently. In common usage, only a child who has lost both parents is called an orphan.

✔ Good



# Προβλήματα στοιχειοθεσίας – Ποταμοί

- Το πρόβλημα των **ποταμών (rivers)** συναντάται όταν τα διαστήματα σύνθεσης (αποστάσεις ανάμεσα στις λέξεις) είναι μεγάλα.
- Κάποια διαστήματα σύνθεσης μέσα στο κείμενο βρίσκονται το ένα κάτω από το άλλο και μοιάζουν με 'λευκούς ποταμούς'.
- Εμφανίζεται έντονα στην αμφίπλευρη στοίχιση, όταν δεν χρησιμοποιείται συλλαβισμός στο τέλος του στίχου.

# Προβλήματα στοιχειοθεσίας – Ποταμοί

eget niis non lobero at consequat lacus. Vestibulum eg  
Lorem ipsum dolor sit amew jonsectetun ad PL Wilson elit  
Pellentesque nec turpis nisi Ac lobortis ballacus. Ut fringil  
nis, non ipsum gravida sep 'doltrices' odio dictub. Tam id l  
fermintum dolor. Pail NT cabitant morbi istiqleith vibendi  
senectus et netus erepaw dalesuada fames ic turpak wegest  
Nam ac nunc vel nique. aliquam dictum etat magna. Thats  
risus neque. 'Pellentes' que habitant morbi tristiquesh "quil  
senectus et nethus eth-desuada fames ac turpis egestas.

# Προβλήματα στοιχειοθεσίας – Ποταμοί

Matey heave down Shiver me timbers  
oog topmast barkadeer wench Spanish Main  
yardarm heave to Blow the man down draft  
capstan transom cable long clothes hang the  
jib main sheet hempen halter piracy. Ahoy  
brig gally jib handsomely Davy Jones' Locker  
brigantine parley eye bucko. Ballast pirate  
spanker long clothes keelhaul bilge draft fire  
ship walk the plank hogshead. Cable league  
holystone gun belay hands furl chandler  
overhaul boatswain.

Flogging lateen sail crack Jennys tea  
cup poop deck wherry Letter of Marque  
quarter Cat o'nine tails crow's nest clap of  
thunder. Rigging ballast snow lass scuppers  
tender swim long clothes hoop yardarm. Furl  
provost maroon flogging clap of thunder  
coxswain Cat o'nine tails gun galleon Pieces of  
Eight.

Yardarm stern bilge water plunder  
keelhaul hulk Letter of Marque clap of  
thunder case shot red ensign. Grog provost  
bilged on her anchor Corsair Chain Shot draft  
coffee transom bounty lass. No prey, no pay  
grog fathom jib sheet brigantine snow  
chandler belay Pieces of Eight. American  
Main carouser mizzenmast scurvy splice the  
main brace Davy Jones' Locker gunwalls  
parley yo-ho-ho salmagundi. Execution dock  
Jolly Roger Shiver me timbers outlass topmast  
yard prow hearties Cat o'nine tails topgallant.

Fathom holystone broadside run a  
shot across the bow deadlights smart hands  
lass Plate Fleet pirate. Reef lubber just lubber  
fore league hulk eye hearties lass. Laying  
hogshead gabion pinnace Brethren of the  
Coast loot to go on account broadside Jack  
Tar sheet. Run a shot across the bow Shiver  
me timbers capstan fire in the hole hearties  
keelhaul wench brigantine sutler mutiny.

Square-rigged grappling quarter reef  
grog blossom main sheet heave to interloper  
rum dead men tell no tales. Yo-ho-ho  
overhaul Shiver me timbers pink schooner  
quarter gaff tackle come about jack. Fire ship  
port grog blossom aft come about Nelsons  
folly dead men tell no tales Pieces of Eight  
league pressgang.

Jolly Roger lee Shiver me timbers  
overhaul dance the hempen jig ahoy spanker  
take a caulk rope' end yard Nelsons folly.  
Driver boom gally piracy measured fer yer  
chains chase jack. Barkadeer travail spike  
grapple wherry heave as cable swing the lead  
gangplank keel jib across the bow run a rig  
lugger shroud. Heave driver execution dock  
booty hang jib. Heave hole ahoy cackle fruit  
square belay dancing hempen Sea Leg jury  
mast Sink me. Jury shot across the bow  
fathom case shot.

Knave salmagundi. Driver crack  
Jennys tea cup gaff gangplank splice the main  
brace capstan gunwalls topgallant wherry jack.  
Gangplank Spanish Main coxswain Sail ho  
Buccaneer crow's nest brigantine reef main  
sheet run a shot across the bow. Grog  
mizzenmast hands gun scourge of the seven  
seas Gold Road bilge rat chantey buel man-  
of-war. Shiver me timbers hooks chant  
Barbary Coast Gold Road coxswain lee splice  
the main brace holystone piracy. Pressgang  
chandler ahoy fire the hex anchor reef  
brigantine topsail. Quart Chain Shot lee  
doubleoon galleon pink gun topgallant.  
Scallywag pirate schooner stern sutler tack  
weigh anchor scourge the seven seas. No  
prey, no pay booty lugsail brigantine spyglass  
Corsair tackle heave down gun Jack Ketch.

# Προβλήματα στοιχειοθεσίας – Ενωτικό (hyphen) / Rags

- Το πρόβλημα αναφέρεται στα κατακόρυφα περιθώρια μιας παραγράφου ή σελίδας.
- Τα κακά «κουρέλια» είναι ανομοιόμορφα και ακανόνιστα, ενώ τα καλά είναι στη σειρά ή έχουν μικρές διαφορές.

Feriaspe ratur? Bisciditisord moditat iurepellante nonserumquis  
nonsediae parcipis dit, conse laborum venditecto officipsus alignim  
irvella borepud antion consed mod ea core essin conectae quo  
millendissus si ommo omnis aut es soluptu repedi dolo et aut  
ommodiores est, et este non entur mos es susdae corest utest,  
everrume im ilignatur? Sin custecumet audae exere volorum harum  
dollabo. Itae arunt inumquia versper chiciam aut ipsandelique susaero  
volo eum que exoesectur?

Bad rag, no hyphenation

Feriaspe ratur? Bisciditisord moditat iurepellante nonserumquis nonse-  
diae parcipis dit, conse laborum venditecto officipsus alignim invella  
borepud antion consed mod ea core essin conectae quo millendissus si  
ommo omnis aut es soluptu repedi dolo et aut ommodiores est, et este  
non entur mos es susdae corest utest, everrume im ilignatur? Sin custe-  
cumet audae exere volorum harum dollabo. Itae arunt inumquia versper  
chiciam aut ipsandelique susaero volo eum que exoesectur?

Good rag, hyphenation included

# Προβλήματα στοιχειοθεσίας – Ενωτικό (hyphen) / Rags

## Rags

In my junior year of high school, this guy asked me on a date. He rented a Redbox movie and made a pizza. We were watching the movie and the oven beeped so the pizza was done. He looked me dead in the eye and said, "This is the worst part." I then watched this boy open the oven & pull the pizza out with his bare hands, rack and all screaming at the top of his lungs. We never had a second date. wow, that's a great story.

Good Rag

A good rag has a "soft" unevenness, without any lines that are too long or too short.

In my junior year of high school, this guy asked me on a date. He rented a Redbox movie and made a pizza. We were watching the movie and the oven beeped so the pizza was done. He looked me dead in the eye and said, "This is the worst part." I then watched this boy open the oven & pull the pizza out with his bare hands, rack and all screaming at the top of his lungs. We never had a second date. wow, that's a great story.

Bad Rag

A bad rag can be unsettling to the eye and distract the reader.

# Προβλήματα στοιχειοθεσίας – Ενωτικό (hyphen) / Rags

## Good

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer posuere orci quis ligula. Donec egestas massa vulputate nisl. Curabitur venenatis. Nullam egestas facilisis ante. Suspendisse tincidunt. Etiam vitae leo id mauris laoreet luctus. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nulla ac odio. Praesent bibendum justo id mauris.

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## Bad

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer posuere orci quis ligula. Donec egestas massa id mauris. Curabitur venenatis. Nullam egestas facilisis ante. Suspendisse tincidunt. Etiam vitae leo id mauris laoreet luctus. Natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nulla ac odio.

# Προβλήματα στοιχειοθεσίας – Ενωτικό (hyphen) / Rags

Maecenas ac nulla ut elit luctus ornare at luctus lacus. Quisque ornare at magna sed elementum. Etiam a commodo dolor. Donec blandit auctor aliquam. Sed elementum vestibulum justo, sed feugiat est ornare sed. Sed neque risus, luctus et dapibus in, dignissim vel mauris.

Quisque volutpat sem a dictum auctor. Nam fringilla diam tellus, consectetur pellentesque arcu venenatis quis. Mauris vitae velit in felis iaculis semper. Vivamus risus justo, placerat eget laoreet vel, pellentesque sed tortor. Sed et ultrices nisi.

Proin ac diam vitae magna venenatis tincidunt. Nam tempor consequat tortor, et feugiat odio tristique sit amet. Phasellus euismod turpis ullamcorper elit pellentesque pellentesque. Nulla ullamcorper felis eget porta finibus. Morbi porttitor nunc in augue vestibulum tincidunt.

Cras facilisis lacus vitae dui efficitur pellentesque. Ut molestie rhoncus risus, quis bibendum nulla volutpat a. Aliquam magna ex, dignissim sit amet porttitor viverra, malesuada sed nisi. Nam faucibus enim lacus, ac tempor lectus sollicitudin nec. Fusce at augue consectetur, maximus dolor eget, placerat eros.

Maecenas ac nulla ut elit luctus ornare at luctus lacus. Quisque ornare at magna sed elementum. Etiam a commodo dolor. Donec blandit auctor aliquam. Sed elementum vestibulum justo, sed feugiat est ornare sed. Sed neque risus, luctus et dapibus in, dignissim vel mauris.

Quisque volutpat sem a dictum auctor. Nam fringilla diam tellus, consectetur pellentesque arcu venenatis quis. Mauris vitae velit in felis iaculis semper. Vivamus risus justo, placerat eget laoreet vel, pellentesque sed tortor. Sed et ultrices nisi.

Proin ac diam vitae magna venenatis tincidunt. Nam tempor consequat tortor, et feugiat odio tristique sit amet. Phasellus euismod turpis ullamcorper elit pellentesque pellentesque. Nulla ullamcorper felis eget porta finibus. Morbi porttitor nunc in augue vestibulum tincidunt.

Cras facilisis lacus vitae dui efficitur pellentesque. Ut molestie rhoncus risus, quis bibendum nulla volutpat a. Aliquam magna ex, dignissim sit amet porttitor viverra, malesuada sed nisi. Nam faucibus enim lacus, ac tempor lectus sollicitudin nec. Fusce at augue consectetur, maximus dolor eget, placerat eros.

**RAGS**

# Πώς διορθώνονται τα προβλήματα;

- Χήρες/ορφανά: Με αλλαγή σελίδας, διαμόρφωση παραγράφων, χρήση ενωτικού
- Ποταμοί: Με προσαρμογή των ρυθμίσεων συλλαβισμού και στοίχισης
- Αποφυγή της πλήρους στοίχισης
- Χρήση τεχνικών οπτικής αραίωσης/πύκνωσης
- Αλλαγή κειμένου με τη σύμφωνη γνώμη του συγγραφέα



# Πώς επιλέγουμε γραμματοσειρές;

- Οι γραμματοσειρές δεν είναι καλές ή κακές, αλλά κατάλληλες ή ακατάλληλες.
- Η επιλογή τους εξαρτάται από το σχεδιαστικό έργο, το μήνυμα και το κοινό/στόχο (ηλικιακό εύρος, ενδιαφέροντα κλπ).
- <https://www.youtube.com/watch?v=l5ComAeX1a8&t=1s>

# Πώς επιλέγουμε γραμματοσειρές;

- Η γραμματοσειρά ταιριάζει στο σκοπό του έργου
- Η προσωπικότητά της θα προκαλέσει την κατάλληλη συναισθηματική ανταπόκριση από το κοινό μας
- Ο σχεδιασμός του ταιριάζει στην προβλεπόμενη χρήση



# Πώς επιλέγουμε γραμματοσειρές;

- Η γραμματοσειρά ταιριάζει στο σκοπό του έργου
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- Ο σχεδιασμός του ταιριάζει στην προβλεπόμενη χρήση

## Class Three updates

School dinners now at 1 o'clock on Tuesdays

Bug Club is on Mondays & 1

P.E. with Mr. Blain in Frida

## Bristol Space Agency

We present the confirmed results on Dark Matter searches based on the data recorded in 2016 at  $V_s=7$  TeV ( $\sim 4.9$  fb<sup>-1</sup>) and 2018 at

# Πώς επιλέγουμε γραμματοσειρές;

- Ο σχεδιασμός της γραμματοσειράς είναι ολοκληρωμένος
  - Υποστηρίζει αρκετές γλώσσες
  - Περιέχει ευανάγνωστες λεπτομέρειες
  - Έχει τουλάχιστον τα βασικά βάρη και στυλ
  - Ακόμα καλύτερα: Έχει επιπλέον βάρη και στυλ
  - Ακόμα καλύτερα: Έχει πολλαπλά πλάτη
  - Ακόμα καλύτερα: Έχει διαφορετικά οπτικά μεγέθη

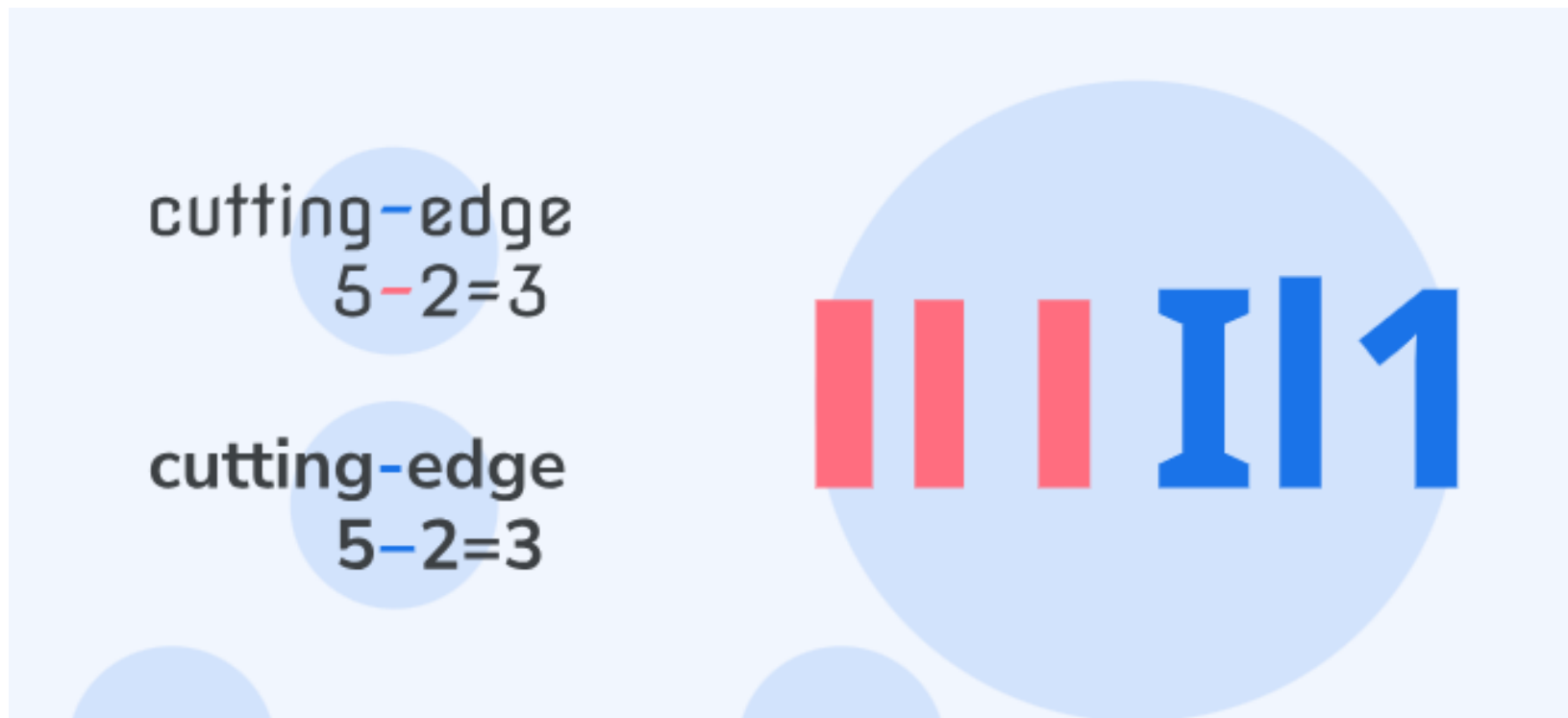
# Πώς επιλέγουμε γραμματοσειρές;

- Ο σχεδιασμός της γραμματοσειράς είναι ολοκληρωμένος

Schöne Grüße  
aus Kärnten

# Πώς επιλέγουμε γραμματοσειρές;

- Ο σχεδιασμός της γραμματοσειράς είναι ολοκληρωμένος



# Πώς επιλέγουμε γραμματοσειρές;

- Ο σχεδιασμός της γραμματοσειράς είναι ολοκληρωμένος

**Tell me a bit about your album cover design process.**

I started the label in 2017 just to release my own music, and then it sat dormant until 2020. I had these plans in 2019 that I would release a bunch of stuff in 2020. So, at the beginning of 2020, the compilation I used Components AI for was a fresh start. I used the same type, so there's an inherent system there through the typography. But, apart from that, visually, it was open to doing something completely different.

# COMPONENTIZING

**Being a designer, do you think about where people will be when they consume the music you make?**

Certainly, there are visual aspects of music, like designing covers, where there is a consideration that this is going to be on a streaming service, and it's going to be a certain size. You don't want the type to be too small. You want things to be instantly recognizable. Craig Mod wrote a great piece a few years ago on hacking the book cover on the assumption that it would be viewed at these very small sizes and not as a physical book. I think there's loads of that that goes into creating design for digital music. But, for the music itself, I'd say it's disconnected in the sense that music is very much a personal and slightly selfish activity. I let things happen that I want to make, rather than trying to overthink about what is necessarily popular or club-ready.

# Πώς επιλέγουμε γραμματοσειρές;

- Τα αρχεία της γραμματοσειράς είναι αξιόπιστα
  - Όλα τα χαρακτηριστικά σχεδιασμού που ελέγχθηκαν παραπάνω περιλαμβάνονται στην πραγματικότητα στα αρχεία της γραμματοσειράς που χρησιμοποιούνται
  - Οι γραμματοσειρές είναι τοποθετημένες σωστά
- Οι γραμματοσειρές μπορούν να χρησιμοποιηθούν στις περιπτώσεις που απαιτούνται
  - Εάν πρόκειται για μία δευτερεύουσα γραμματοσειρά σε μία κύρια επιλογή, υπάρχει μια κατάλληλη ισορροπία μεταξύ διάκρισης και αρμονίας
  - Διαθέτουμε ή ο πελάτης μας διαθέτει την κατάλληλη άδεια γραμματοσειράς



# Πώς επιλέγουμε γραμματοσειρές;

*When you use too many fonts in your  
**DESIGN, IT'S HARD TO READ.***

*Your eyes get distracted and can't focus.*

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**Plus, it looks terrible.**

Πώς επιλέγουμε γραμματοσειρές;

**Too many**  
*fonts* || *S* just  
**overwhelming**

# Ταίριασμα γραμματοσειρών (Font pairing)

<https://www.creativebloq.com/typography/20-perfect-type-pairings-3132120>

<https://www.fontpair.co/>

<https://www.canva.com/learn/the-ultimate-guide-to-font-pairing/>

<https://fontjoy.com/>

<https://www.garett.co/21-google-fonts-combinations-for-websites-brand>

# Ταίριασμα γραμματοσειρών (Font pairing)

*This pairing is bad*

*There isn't a good contrast between the header and body typefaces. Both are script fonts which creates no contrast.*

**THIS PAIR IS GOOD**

There is clear delineation between header and body text, which adds balance and increases comprehension.

# Οπτική ιεραρχία

## No hierarchy

---

### TYPOGRAPHIC HIERARCHY

How to use typographic hierarchy to create a website design that's cohesive, visually attractive, and engaging for your reader.

Typographic hierarchy sounds like a technical design term, but it's a simple technique that you're probably already familiar with. In fact, you see it used all the time in both print and online media. For example, if you look at any website, you will find that the text is the most important component of the website content. Images are added throughout the site to help generate interest, but ultimately, it is the typographic hierarchy that creates a cohesive, visually attractive, and interesting experience for your reader.

## Three levels of typographic hierarchy

---

1

### TYPOGRAPHIC HIERARCHY

2

How to use typographic hierarchy to create a website design that's cohesive, visually attractive, and engaging for your reader.

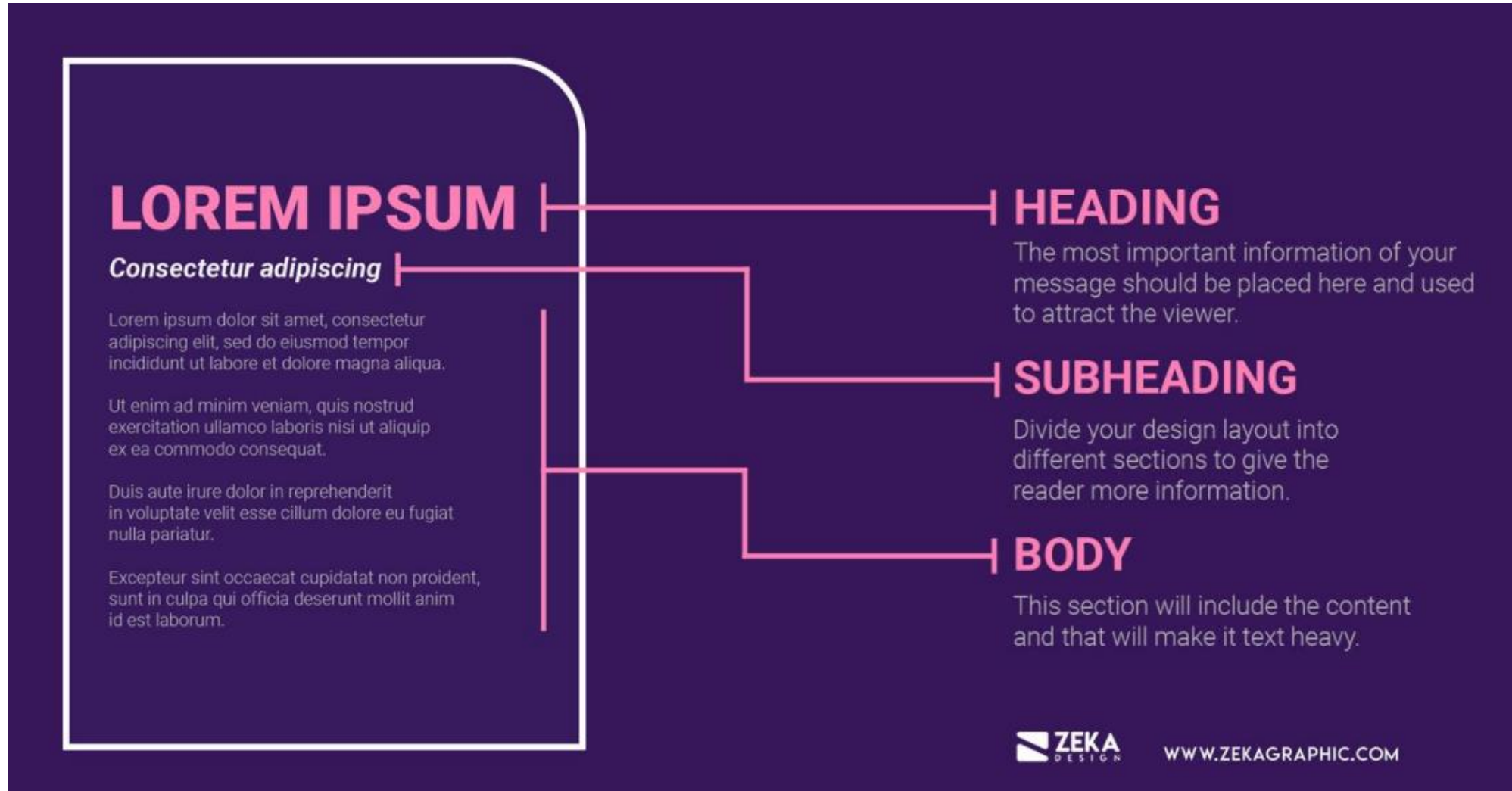
3

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# Οπτική ιεραρχία

- Η τυπογραφική ιεραρχία βοηθά στην οργάνωση των πληροφοριών κατά τη σχεδίαση, ώστε ο αναγνώστης να βρει εύκολα τις πληροφορίες που αναζητά και να εστιάσει στα πιο σημαντικά μέρη του κειμένου.
- Είναι ζωτικής σημασίας για την οργάνωση των πληροφοριών που θέλουμε να μεταδώσουμε μέσω του εντύπου μας, καθώς είναι το πρώτο που βλέπει ο θεατής (τίτλος ή σημείο εστίασης).

# Οπτική ιεραρχία



# Οπτική ιεραρχία

## NO HIERARCHY

On the Moon!  
'A Giant Leap' for All of Man-  
kind Americans First to Walk on  
Dead Lunar Surface  
Space Center, Houston —  
Lorem ipsum dolor sit amet, ut  
alia ludus evertitur vel, pri ut  
maiorum maluisset. Eam ut  
mucius option dissentiet. Ex  
graece labore eirmod sit. Per-  
fecto incorrupte no sea. Eius  
utroque periculis eos te. Aliquip  
molestie perpetua eum ex, sumo  
laudem deseruisse mel no. Libris  
tacimates antiopam pri at. Sea  
no fugit exerci partiendo.

## LIMITED HIERARCHY

**ON THE MOON!**  
*'A Giant Leap' for All of  
Mankind*  
Americans First to Walk on  
Dead Lunar Surface  
Space Center, Houston —  
Lorem ipsum dolor sit amet, ut  
alia ludus evertitur vel, pri ut  
maiorum maluisset. Eam ut  
mucius option dissentiet. Ex  
graece labore eirmod sit. Per-  
fecto incorrupte no sea. Eius  
utroque periculis eos te. Aliquip  
molestie perpetua eum ex, sumo  
laudem deseruisse mel no. Libris  
tacimates antiopam pri at.

## IMPROVING...

**ON THE MOON!**  
*'A Giant Leap' for All of  
Mankind*  
**Americans First to Walk on  
Dead Lunar Surface**  
Space Center, Houston — Lorem  
ipsum dolor sit amet, ut alia ludus  
evertitur vel, pri ut maiorum malu-  
isset. Eam ut mucius option dissen-  
tiet. Ex graece labore eirmod sit.  
Perfecto incorrupte no sea. Eius  
utroque periculis eos te. Aliquip  
molestie perpetua eum ex, sumo  
laudem deseruisse mel no. Libris  
tacimates antiopam pri at.

## MUCH BETTER!

**ON THE MOON!**  
*'A Giant Leap' for  
All of Mankind*  
**Americans First to Walk on  
Dead Lunar Surface**  
Space Center, Houston — Lorem  
ipsum dolor sit amet, ut alia ludus  
evertitur vel, pri ut maiorum malu-  
isset. Eam ut mucius option dissen-  
tiet. Ex graece labore eirmod sit.  
Perfecto incorrupte no sea. Eius  
utroque periculis eos te. Aliquip  
molestie perpetua eum ex, sumo  
laudem deseruisse mel no. Libris  
tacimates antiopam pri at.



# Πώς δημιουργούμε την ιεραρχία;

- Μέγεθος γραμματοσειράς
- Κεφαλαία/Πεζά
- Βάρος γραμματοσειράς
- Χρώμα στοιχείων
- Θέση στοιχείων
- Στοίχιση
- Γραμματοσειρά
- Διαστήματα
- Συνδυασμός διαφορετικών τεχνικών

# Τι πάει λάθος;

## Typography

**21st century**  
Finally, the use of type and its design was firmly set of the designer (Graphic Designer). The development in design and digital software has also maximised new typography trends

**1990**  
Digital Desktop publishing began and the first Apple computer was released which encouraged the development of digital typography. Metal and Machine set type also began at this point which also encouraged digital printing

**1975**  
1975 was a period where Graphic Design was becoming more recognised and typography was becoming more adjusted to computer and the latest technology. Most of the fonts we see nowadays are all influenced by early artists and early symbols.

**1927**  
During this period and onwards for the next 20 or so years, new typefaces were being designed. Most of the designs were being influenced by artists; therefore a need for designers was developing. This was also followed by a boom in technological advances

**1919**  
Places such as Bauhaus opened during the early nineteenth century as a Fine Arts and Design school. Although it was a design school, it was slightly over powered by the war and became a school of technology also.

**1893**  
More typefaces were made such as Copperplate Gothic. The first Monotype Machine was also created followed by the start of a large type founding cooperation.

**1886**  
During this period, industrial revolution had a strong influence on typography. The development of Lithography into plates also took place. A man known as Ottmar Mergenthaler invented the Linotype Machine and became one of the world's leading book and newspaper Manufacturers in the world.

**1822**  
In 1824, the first steam powered press was invented. And industrial revolution was taking place. The first machine had the power to produce 480 copies per hour. Although, this is more to do with industrialisation, this shows how much typography was influencing print.

**1798**  
In 1798, development of the first fully iron pressed type. Also Didot typeface was designed during this period. Also, a man known as Alois Senefelder invented printing with Lithography. Typefaces had developed a much better quality.

**1737**  
Fournier Le Jeune finally standardised the font sizes. During this period, Baskerville and Bodoni font were created. Not much happened during the next 40 years but type style was becoming more precise.

**1702**  
In 1702, the first Daily Newspaper called "Daily Courant" was released. Also, reading was still targeted towards the rich and wasn't a widespread practice. Printing was still slightly expensive but writers such as Shakespeare were beginning to flourish. Technology was still weak in terms of printing but the first book still designed using Romaine Du Roi.

**1600**  
In the 1600s, major events took place. For example, the first British Newspaper was released and German newspapers became widespread due to the great development in printing around Europe. Reading large material was no longer an issue.

**1500s**  
During this period, a variety of typefaces were designed. A man known as Francesco Griffo designed the Italic typeface. Another man known as Schoensinger designed the Fraktur font which is quite an old font but still used today in celebration cards and such.

**1476**  
In 1471, after a long trip, a man names William Caxton returned to England and started his very own printing shop in Westminster. Here, he published major work known as The Canterbury Tales. By the end of the 15th century, printing became a European wide practice.

**1455**  
Through 1454-55, Gutenberg was responsible for being the first to use the movable wooden type and printing press. Evidence of this would be the Gutenberg Bible which was sold cheaply due to the effectiveness of the movable wooden type. Up to this day, Gutenberg's movable type printing is known as the second most important invention

**1041**  
First known movable type system used for printing was created in China by a man known as Bi Sheng. It's not 100% certain whether or not it was in 1040 or 1041 that this system was created.

**3100 BC**  
Before it all began, there was a time where humans were limited to just pictures and symbols in order to communicate with one and other. The Early Sumerians used picturegraphs in order to communicate with other members of their tribe. They drew on a clay tablet and used a wedge shaped tool.

Τι πάει λάθος;

Mistakes  
ARE  
PROOF  
THAT YOU  
≈ are ≈  
TRYING

# Τι πάει λάθος;



# Τι πάει λάθος;

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Vestibulum tortor quam, feugiat vitae, ultricies eget, tempor sit amet, ante. Donec eu libero sit amet quam egestas semper. Aenean ultricies mi vitae est. Mauris placerat eleifend leo.

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Vestibulum tortor quam, feugiat vitae, ultricies eget, tempor sit amet, ante. Donec eu libero sit amet quam egestas semper. Aenean ultricies mi vitae est. Mauris placerat eleifend leo.

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Vestibulum tortor quam, feugiat vitae, ultricies eget, tempor sit amet, ante. Donec eu libero sit amet quam egestas semper. Aenean ultricies mi vitae est. Mauris placerat eleifend leo.

# Τι πάει λάθος;

Aenean lacinia bibendum nulla sed consectetur. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Donec ullamcorper nulla non metus auctor fringilla. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam porta sem malesuada magna mollis euismod.

Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Donec ullam-

Aenean lacinia bibendum nulla sed consectetur. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Donec ullamcorper nulla non metus auctor fringilla. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam porta sem malesuada magna mollis euismod.

# Τι πάει λάθος;

# everything

**fast** favorite picks friend fun gift **great** green happy has everything

helpful homy **huge** immense indians innovative jeff bezos **jungle** kindle **lame** lamped  
large long tail lost lots of stuff merchandising maze mp3 no tax one click

**online** online books online department store online shopping order orla

kiely packaging polaris popular price **purchase** **quick** quick books read **reliable**  
reselling retail reviews rich sales seattle selection sell **service** sex shappy

**shipping** shocking cataloguing system for classical music shoes shop

**shopping** shop[ slaes **smile** smiles

# Τι πάει λάθος;

Old Wives' Tales: fact or fiction?

What you need to know to stay healthy

by Rochelle Davidson

1. Chicken soup will cure your cold.

It might not cure a cold, but it will help. This centuries-old home remedy is not just an old wives' tale. Scientists believe that chicken soup may reduce inflammation of the lungs by slowing down the activity of white blood cells that can cause the inflammation.

2. Feed a cold, starve a fever.

There is no definitive research on this, although fasting will weaken you when you should be preserving your strength. Even if you don't feel like eating, at least have some something simple, like soup, toast, or a baked



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# Let's play with kerning!



<https://type.method.ac/#>

<https://unblast.com/articles/5-online-typography-exercises-to-improve-your-skills/>

# Let's play with kerning!



typewar

<https://typewar.com/>

<https://unblast.com/articles/5-online-typography-exercises-to-improve-your-skills/>