

Model of Support for Typographic Selection for Editorial Design

With the objective of supporting the typographic selection process in the context of editorial design, a doctoral research was developed from 2014 to 2017. Composed of literature review, expert consultation and application model dynamics, the research resulted in this model and in the criteria of selection.

The complete dissertation can be accessed through the dissertation bank of the Federal University of Santa Catarina, looking for that references:

Author: MEÜRER, Mary Vonni.

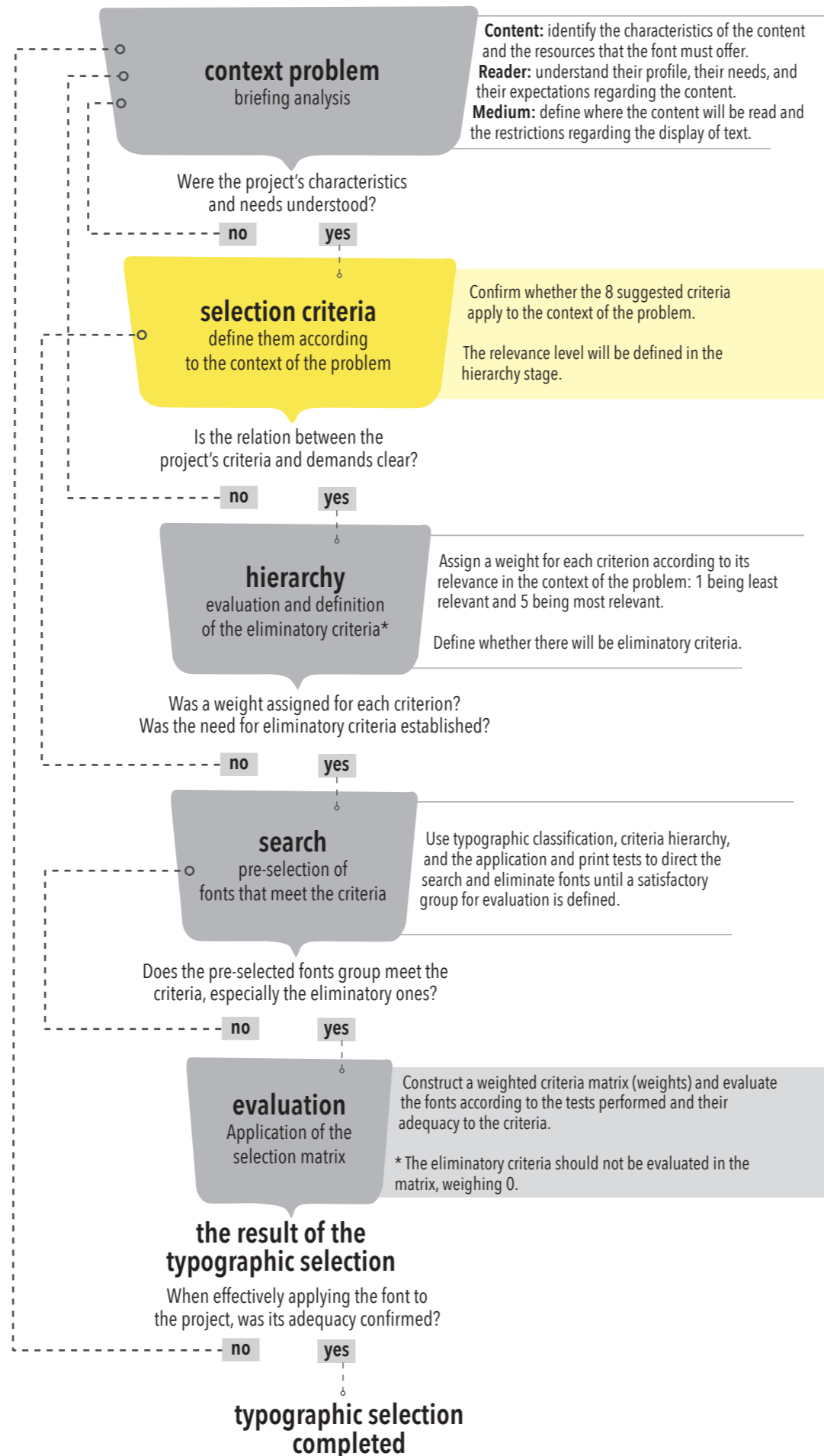
Title: Typographic Selection in the Context of Editorial Design: a Model of Support for Decision-Making

Year of publication: 2017

Graduate Program: PósDesign UFSC

Portuguese version of this model available in:

<https://tiposetextos.com/selecaotipografica/>



FORMAL and FUNCTIONAL factors

LEGIBILITY
Is the font readable to the target audience under the conditions (size and volume of text) that it will be used in the publication?
The following characteristics should be considered.
proportions: height-x, ascender and descender, internal space;
metrics: spacing and kerning;
text area: stroke weight and contrast.

VARIATIONS AND RESOURCES
Is the font part of a font family that presents the variations and features needed to meet the content's demands?
The following characteristics should be considered.
variations: posture (italic), width and weight;
typographic features: general and specific ones;
set: homogeneity among the variations.

CONCEPTUAL factors

HISTORICAL-CULTURAL ASPECTS
Does the font refer to a specific historical or cultural context?
The following characteristics should be considered.
cultural references: symbolic relation;
style: typographic classification;
historical context.

EXPRESSION
Does the font graphically express personality attributes by establishing either an emotional or a symbolic relationship with the reader?
The following characteristics should be considered.
characters' design: formal perception;
context of the project: regarding the public and the company.

TECHNICAL factors

QUALITY
Does the font maintain the unity of style and design among the characters, besides keeping the correct metrics adjustment in different sizes?
The following characteristics should be considered.
glyphs' design: differentiation and unity among glyphs;
metrics: spacing and kerning;
details: in different sizes.

MEDIUM
Does the font present good rendering on the media where it will be used?
The following characteristics should be considered.
rendering: hinting, devices, and printing;
glyphs' design: adequacy to the medium.

LEGAL and ECONOMIC factors

LICENSING
Does the font have adequate licensing requirements that meet the project's needs?
The following characteristics should be considered
usage policy: check EULA (End-User License Agreement) and renting possibility.
project's needs: font customization, suppliers that have access to the file, and web license.

INVESTMENT
Is the font marketed at a cost compatible with the project's budget?
The following characteristics should be considered.
licenses required: number of machines where the font will be installed;
cost per license.

font	FACTORS		result
	selection criteria (weight: 1 a 5 points)	eliminatory criteria (weight: 0)	
Font 1	font's score: from 1 (it weakly meets the criteria) to 5 (it completely meets the criteria)	No need for evaluation, since the fonts that did not meet this criterion have already been eliminated.	The highest score indicates the most appropriate font for the project.
Font 2	1 to 5 points		
Font ...	1 to 5 points		

If there are equal values or minor score differences, the fonts with the highest score in the most relevant criteria should be selected.