

# 1.5 CHOOSING A BODY COPY FONT

Most designers believe that serif type is most appropriate for use as text. The tiny strokes, serifs, allow the reader to connect the letters into words and the words into lines for fast reading. However, choosing a font for use as body copy shouldn't be as simple as using the default font, most often Times, or randomly picking a serif font.

**DIRECTIONS:** Below are examples of text set in different serif fonts, at different sizes, with different alignments and different leading, but all in columns 13 picas wide. On a separate piece of paper, create a list, ranking the samples in the order of readability. Then explain, in one sentence, why you think the sample is readable — or not.

**A TIMES REGULAR 10/12 PT., JUSTIFIED**

NEW YORK (CNN) — Former Vice President Al Gore said he has “fallen out of love with politics” and has no intentions of running for office again.

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Gore said those in power must have the support of the people to make it work.

“The key players are the American people,” he said.

**B NIMROD REGULAR 9/14.5 PT., JUSTIFIED**

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**C BERKLEY OLDSTYLE 11/12 PT., RIGHT**

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**D GARAMOND REGULAR 10/12 PT., LEFT**

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**E MRS. EAVES REGULAR 10/12 PT., LEFT**

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**EXTENSION:** Using the fonts available to you, set a story in the body copy font, size, leading and alignment of your choice. Be prepared to discuss your choices in small groups.